ALERTNESS, SELF-EFFICACY, SOCIAL NETWORKING AND MALAY WOMEN ENTREPRENEURS' SUCCESS : THE MODERATING EFFECT OF WORK-FAMILY CONFLICT

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ABSTRACT

Entrepreneurship is the driving force and catalyst for the economy of a country, particularly the developing countries. Nowadays, the field of entrepreneurship is not only engulfed by men, but women are also equally contributing to economic growth. The participation of women in entrepreneurship and business is increasing from year to year. Despite the increase in the total number of women entrepreneurs each year, the achievement of women entrepreneurs is still unable to compete in more challenging fields especially in the heavy industrial sectors. In addition, women entrepreneurs also face challenges to survive in long-term business, especially Malay women entrepreneurs who are the majority ethnic group in Malaysia. Malay women entrepreneurs are still comfortable in the low-risk industries with lower incomes and profits. Moreover, studies on Malay women entrepreneurial success are still limited in number, although the issue is seen as important. Therefore, this study focused on the relationship between alertness, self-efficacy and social networking with the success of Malay women entrepreneurs in Malaysia. Work-family conflict was a moderator variable to test the effect of significant relationships between the independent variables (alertness, self-efficacy and social networking) and the dependent variable (success of Malay women entrepreneurs). A total of 220 responses were collected through an online survey whilst analysis through SPSS 21 and Smart PLS 3.0 was carried out to examine the relationship between all the variables in this study. The results of the empirical study showed that there were significant relationships between alertness, self-efficacy and social networking towards Malay women entrepreneurial success. However, work-family conflict indicated a non-significant relationship as the moderator. The research framework of this study contributes to the existing entrepreneurship fields and literature, importantly on Malay women entrepreneurs. The findings also offer theoretical and practical implications for women-owned businesses as well as for the development of women entrepreneurship in the country. Finally, some limitations provide room and direction for future research.

Keywords: Success, alertness, self-efficacy, social networking, work-family conflict, Malay women entrepreneurs.

ABSTRAK

Keusahawanan adalah penggerak dan pemangkin kepada ekonomi sesebuah negara terutama di negara-negara sedang membangun. Pada masa kini, bidang keusahawanan bukan hanya diceburi oleh kaum lelaki, malah kaum wanita turut sama menyumbang dalam pertumbuhan ekonomi. Penyertaan kaum wanita dalam bidang keusahawanan dan perniagaan dilihat kian meningkat dari tahun ke tahun. Walaupun terdapat peningkatan jumlah usahawan wanita saban tahun, namun pencapaian usahawan wanita dilihat tidak mampu untuk bersaing dalam bidang yang lebih mencabar terutamanya dalam sektor industri berat. Di samping itu, usahawan wanita juga berhadapan dengan cabaran untuk mengekalkan perniagaan bagi jangka masa yang lama terutama wanita Melayu yang merupakan golongan majoriti di Malaysia. Usahawan wanita Melayu juga masih selesa berada dalam industri yang berisiko rendah dengan pendapatan serta keuntungan yang rendah. Selain itu, kajian tentang kejayaan usahawan wanita Melayu juga adalah terhad walaupun kajian tentang kejayaan adalah penting. Oleh itu, kajian ini memberi tumpuan kepada hubungan di antara kewaspadaan, efikasi-kendiri dan rangkaian sosial dengan kejayaan usahawan wanita Melayu. Konflik kerja-keluarga adalah pemboleh ubah penyederhana untuk menguji kesan terhadap hubungan yang signifikan antara pemboleh ubah tidak bersandar (kewaspadaan, efikasi-kendiri dan jaringan sosial) dengan pemboleh ubah bersandar (kejayaan usahawan wanita Melayu). Sejumlah 220 data telah dapat dikumpulkan melalui kaedah soal selidik secara atas talian, manakala analisis pula dilaksanakan melalui kaedah *SPSS 21* dan *Smart PLS 3.0* bagi mengkaji hubungan di antara semua pemboleh ubah dalam kajian ini. Hasil kajian empirikal menunjukkan bahawa terdapat hubungan yang signifikan antara kewaspadaan, efikasi-kendiri dan rangkaian sosial terhadap kejayaan usahawan wanita Melayu. Namun begitu, konflik kerja -keluarga menunjukkan hubungan yang tidak signifikan sebagai pengantara. Rangka kajian penyelidikan ini menyumbang kepada bidang keusahawanan wanita dan literatur yang sedia ada, khususnya usahawan wanita Melayu. Hasil kajian ini juga menawarkan implikasi teoritikal dan praktikal kepada perniagaan milik wanita serta pembangunan keusahawanan wanita di negara ini. Akhir sekali, beberapa batasan turut memberi ruang dan arah kepada penyelidikan pada masa hadapan.

Kata kunci: kejayaan, kewaspadaan, efikasi-kendiri, jaringan sosial, konflik kerja-keluarga, usahawan wanita Melayu

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CHAPTER 2

LITERATURE REVIEW

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List of Abbreviations

GEM	Global Entrepreneurship Monitor
TEA	Total Entrepreneurial Activity
USAHANITA	Usahawan Wanita
PERNIAGAWATI	Persatuan Wanita Bumiputera
NAWEM	National Association of Women Entrepreneurs of Malaysia
WAWASANITA	Persatuan Usahawan Wawasan Wanita Malaysia
DPMM	Dewan Perniagaan Melayu Malaysia
KPDNKK	Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan
SME CORP.	Small and Medium Enterprises Corporation
MARA	Majlis Amanah Rakyat
SME	Small Medium-Sized Enterprises
MWFC	Ministry of Women, Family and Community.
GABEM	Gagasan Badan Ekonomi Bumiputera
FEI	Female Entrepreneurship Index
NGO	Non-Governmental Organisation
EIM	Enterprise Information Management
US SBA	United States Small Business Administration
APEC	Asia Pasific Economic Cooperation
OECD	Development Co-operation

SMIDEC	Small Medium Industries Development Corporation
AIM	Amanah Ikhtiar Malaysia
MARA	Majlis Amanah Rakyat
CCM	Company Comission of Malaysia
AL	Alertness
SE	Self-efficacy
SN	Social Networking
WFC	Work-family Conflict
SUCC	Success
PMR	Penilaian Menengah Rendah
SPM	Sijil Pelajaran Malaysia
STPM	Sijil Tinggi Pelajaran Malaysia
PHD	Philosophy Doctorate
PLS-SEM	Path Least Square-Structural Equation Model
CFA	Confirmatory Factor Analysis
EFA	Explanatory Factor Analysis
UUM	Universiti Utara Malaysia
CR	Composite Reliability
AVE	Average Variance Extracted
VIF	Variance Inflation Factor
SPSS	Statistical Package for the Social Science

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND OF STUDY

Entrepreneurship has a role in leading and being a catalyst that drives the economic development worldwide through the ideas in converting the product and services innovatively. Anciently, entrepreneurship has been considered as a male dominated activity nevertheless recent studies had emphasize how significant the contribution of women entrepreneurs as important players in the entrepreneurial field and landscape (Vita, Mari, & Poggesi, 2013; Ekpe, Mat, & Ekpe, 2015). Even though there have been limitations, obstacles and challenges faced by these women in the past, society have begun to accept that women entrepreneurs have contribute greatly to a country's economy (Alam, Jani, & Omar, 2011).

Since the last few decades, women are attracted to involve in entrepreneurship as been fuelled by a variety of both push and pull factors, including: low salaries, professional isolation, and a desire to be independent (Al-Alak & Al-Haddad, 2010). Apart from that, the shrinking job opportunities in the market have also compelled women to look for alternative employment and encourage them to become self-employed (Alam et al., 2011). Through the support and incentive from the government, entrepreneurship become an attractive option for the women (Hanafi, 2012).

According to the Global Entrepreneurship Monitor (2012) reported that women's participation in entrepreneurship varies markedly around the world. In Zambia , 40% of their women are engaged in entrepreneurial activity while in Pakistan, women entrepreneurs represent only 1% of their gender's population. Sub-Saharan Africa recorded the highest regional female Total Entrepreneurial Activity (TEA) levels at 27% of the female population on average are engaged in entrepreneurship and as such in Latin America/Caribbean economies show comparatively the high levels as well at 15%.

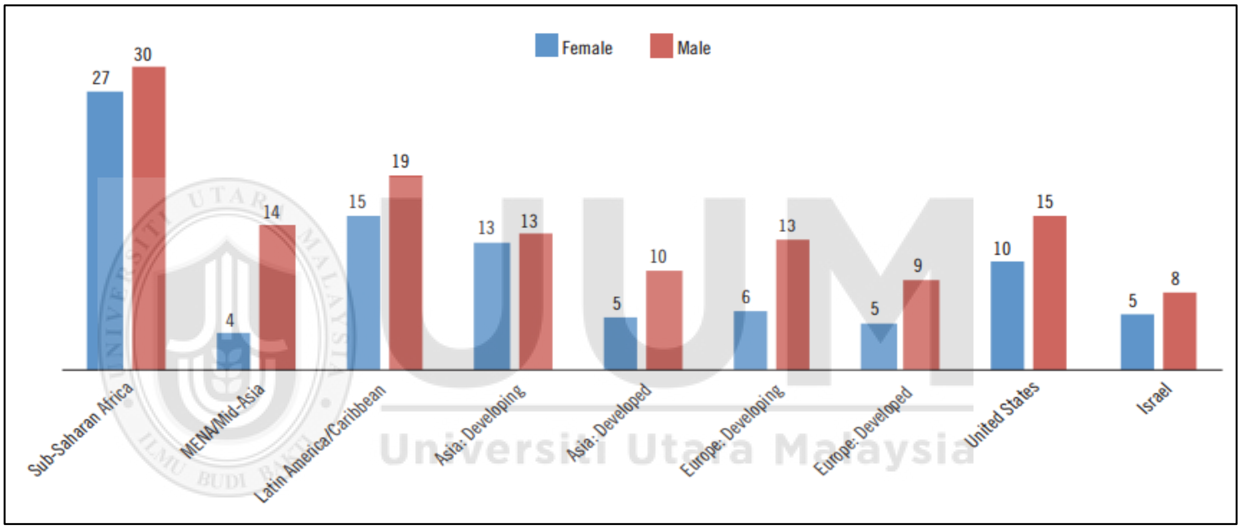


Figure 1.1
Comparison of Female and Male TEA Rates by Region
Source: Global Entrepreneurship Monitor,2012

Refering to Figure 1.1, the lowest average TEA levels among women recorded at 4% at the MENA/Mid-Asia region. Lower female TEA levels are evident at either end of the economic development scale. Henceforth, Asia and developed Europe also show low rates (5%). To enumerate the female TEA rates track similarly to that of males, albeit at lower levels. Most compelling evidence reported that in just seven economies (Panama, Thailand, Ghana, Ecuador, Nigeria, Mexico & Uganda), women had equal or slightly higher levels of entrepreneurship than men. For the rest, women represented a smaller share of the entrepreneur population.

Women are encouraged to be an entrepreneurs as been driven by the desire to do something right, something good, or something that would help others (Mahmood, Mustapa & Jamaludin, 2010). Women entrepreneurs are also facing many challenges in the business such as limited capital, knowledge and lack of industry experience. Despite the challenges, women express that they enjoy self-employment, find self- employment as rewarding and had experience a stronger sense of achievement (Rao, 2014; Rey-martí, Porcar, & Mas-tur, 2015). However, due to the characteristics attributed to gender dissimilarities, women and men entrepreneurs react to the same environment differently (Dafna, 2008) that leads to the reason for men entrepreneurs to be more successful than women entrepreneurs (Birley, 1985; Kim & Sherraden, 2014)

During the past 30 years there were a lot of studies and research on women entrepreneurs to encourage the development and growth of the women entrepreneurs (Affholder & Box, 2004; Bulanova, John, & Kolvereid, 2016; Kelly et al., 2014; Lerner, Brush, & Hisrich, 1997) nevertheless most of the researches were on the western culture, views and perspective. Numerous studies have attempted to explain that women-owned businesses do not perform as well as male-owned businesses when financial measures such as business growth rate or profitability was taken into consideration (Bosma, Praag, & Wit, 2000; Reijonen & Kompulla, 2007; Yusuff, Bakar, & Ahmad, 2016).

In Malaysia, entrepreneurship has become a key focus and priority in the formulation of policies and agenda of the Malaysian Government which started from the Sixth Malaysia Plan (6MP). In the past few decades, much progress has been achieved in narrowing the gender gap in the developments of women's roles in Malaysia in both absolute and relative terms such as increasing rates of female labor force participation, gains in productive activities of women, increased in education participation and health status improvement (Ahmad, 1998). A continuous guidance and mentoring the women entrepreneurs are important to ensure the success of women entrepreneurs (Mansor, 2014). Women in particular the young generation have to impose with the entrepreneurship dynamic, bare in taking risk and unique in creating new ideas as this could potentially increase the confidence to lead and bridge the economic gap. (Mansor, 2014).

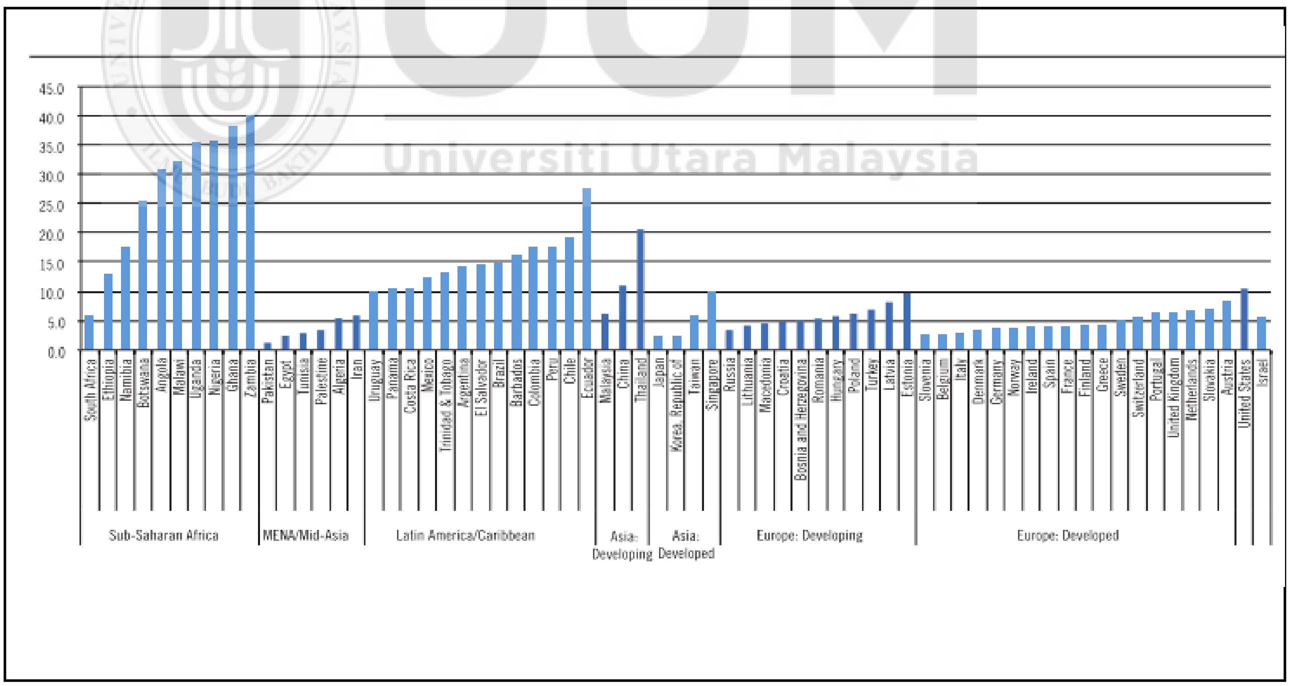


Figure 1.2
Total Entrepreneurial Activity (TEA)
Source: Global Entrepreneurship Monitor, 2012.

Figure 1.2 show the total entrepreneurial activity for female adults (18-64 years old) in 67 economies (region). According to Global Entrepeneurship Monitor (GEM) 2012 (Kelley, Brush, Greene & Litovsky, 2012) Malaysia is included in three of Asia Developing Countries along with China and Thailand. However, among the developing countries in Asia, Malaysia is at the lowest TEA for female adults aged from 18 to 64 years compared to Thailand and China (GEM, 2012).

As a developing country, Malaysia is aiming to be a developed country by the year 2020 and insequence with this vision are to improve the Malaysia's economy, reduce poverty and improve women socio-economic development and lives. Earlier, several studies had proven that women entrepreneurs can contribute significantly to poverty reduction and accelerate the achievement of wider socio-economic objectives (Hamed, Mohamed, & Mat, 1999 ; Redzuan, Rahman, & Nasharudin, 2012; Teoh et al., 2014). For this reason, women entrepreneurship has become one of the prime topics of policy makers in the developing countries since few decades ago. Despite that, their contribution is mainly depends on their performance but not clearly identify what were the motivating factors or circumstances which made them to be successful women entrepreneurs. Thus, there are still lack in research to study on the factors that could contribute or moderate to their success in order to enhance their achievement.

Even though there are many organizations that help in developing the entrepreneurial skills through the seminars, courses, training and financing, the achievement and entrepreneurial activity of women entrepreneurs still at the lower stage compared to developing countries in Asia. In Malaysia, there are a few establishment and organizations for women entrepreneurs such as *Usahawan Wanita* (USAHANITA), *Persatuan Wanita Bumiputera dalam Perniagaan dan Profesyen Malaysia* (PERNIAGAWATI), *National Association of Women Entrepreneurs of Malaysia (*NAWEM*), Persatuan Usahawan Wawasan Wanita Malaysia* (WAWASANITA) and *Dewan Perniagaan Melayu Malaysia (*DPMM). All of the organizations are concern and assist by the corporate governance such for instance *Kementerian Perdagangan Dalam Negeri*, *Koperasi dan Kepenggunaan* (KPDNKK), *Small Medium Enterprises Corporation* (SME Corp), *Majlis Amanah Rakyat* (MARA) and many other agency and related institutions.

According to the Social Statistics Bulletin Malaysia (2015), the total population of women in Malaysia for the year 2015 is 15 million which consist of Malay women's (including in the Bumiputera ethnic) total population of 9,496,200 ,Chinese women's population of 3,218,500 and Indian's women about 996,000 (Department of Statistics, 2015). The indigeneous Malay community represents 63.1% of the total population of Peninsular Malaysia. Therefore, Malays represent the majority of the nation's population and play diverse roles in the Malaysian community as students, parents, educators and professionals in both the private and public sectors. Some even drive local and global businesses as prosperous entrepreneurs in today's competitive environment.

Unfortunately, the Malay community still failed to take a 30 percent (%) equity in the national economic activity even though the government has implemented various policies, strategies and incentives to assist the Malays in the economic growth (Yussof, Mardzuki, Darawi, & Hajinoor, 2011). There is only 20 percent (%) of the indigeneous Malays involve in business as compared to Chinese ethnic which represent 50 percent (%) from their total population involve in the business activity. While from only the 20 percent (%) of Malays actively in business, 80 percent (%) of Malay entrepreneurs were failed to survive which left only 20 percent (%) that survived and established in the business (Tamby Chik, 2013).

"The success of Bumiputera entrepreneurs still not satisfying particularly in terms of the company's establishment. From 100 bumiputera's companies, only 20% are able to compete and survive up to 5 years. "

(Rahim Tamby Chik;5th November 2013;translated from interview by SINAR)

In line with this, Malay women entrepreneurs have to struggle and prove themselves to be successful in terms of being establish and survive in the business.

1.2 PROBLEM STATEMENT

The success of Malay women entrepreneurs is a vital issue to be studied nowadays. Many women in developing countries such as Malaysia involve in entrepreneurship as an opportunity to gained additional income whereas some of them quit job and start career as entrepreneurs. In particular, the shrinking job opportunities in the market have also compelled these women to venture into business and entrepreneurship is seen as an attractive option (Alam, Senik & Jani, 2012). Consequently of government business and policy development, women entrepreneurs have now become an important consideration on their role in the economy sector in Malaysia (Mahmood, Mustapa & Jamaluddin, 2010).

Although there was increased in the number of women entrepreneurs, yet many of them failed to stand the business until the established stage as past studies recorded many businesses dissolved at the first 3 years. Therefore, the period of survival and success is standardize at above 3 years. Gorgievski, Ascalon and Stephen (2011) divided success into two dimensions namely as personal oriented and business oriented. Personal oriented is include the personal satisfaction with business growth and business oriented focused on the profitability with the contribution to the society.This study is on the personal oriented of success.

Based on the latest Statistics of the Small and Medium-sized Enterprises (SME, 2016) reported by the Malaysian Statistics Department, the involvement of women focused on the services sector which recorded at very large percentage of 92.7% while other sectors at very low percentage for example such as manufacturing (5.1%), construction sector (1.4%), agriculture (0.8%) and mining (0.01%). The majority of entrepreneurs are involved in micro entrepreneurship which covered 76.5 percent (%) of the total number of entrepreneurs, while the small industry is at 21.2 percent (%) and only 2.3 percent (%) in the medium sector.

Table 1.1

Entrepreneurial Activities at Different Stages in Malaysia

Entrepreneurial Activity	**2009**	**2010**	**2011**	**2012**	**2013**	**2014**	**2015/16**
	% of population aged 18-64						
Nascent Entrepreneuship rate	2	1	3	3	2	1	1
New business ownership rate	3	4	3	4	5	5	2
Total Early-stage entrepreneurial activity (TEA)	4	5	5	7	7	6	3
Established business ownership rate	4	8	5	7	6	8	5
Discontiuation of businesses	3	2	3	2	2	2	1
Necessity-driven (% of TEA)	25	12	10	13	18	18	14
Improvement-driven opportunity (% of TEA)	44	41	72	61	65	64	67

Source: GEM Global reports from 2009 to 2015/16

Table 1.1 show the statistic of entrepreneurial activities at different stages in Malaysia which recorded from 2009 to 2016 on the percentage of population aged 18 to 64 years old. The new business ownership rate showing decrease number from 2014 to 2016 which difference at 3 percent. The established business ownership rate is also lower compared from 2014 to 2016 which stated 8 percent in 2014 and 5 percent in 2016. The percentage is still very low according to the percentage of total women population in Malaysia which increasing from year to year.

Although the number of entrepreneurs in business entrepreneurship is increasing, only 20 percent (%) of Malay entrepreneurs involved in business with the Malays have only 30 percent (%) of the equity in the economy. This leads to a very low contribution as the Malay ethnic population in Malaysia is about 63.1% of Malaysia's population and is considered a majority but in the economic and equity sector, the Malays are still far behind compared to other ethnic in Malaysia.

The Malays only have less than 30% of the economic equity while equity owned by the Chinese ethnic is equal to 50% (Tambychik, 2013), even though the Chinese population is only about 26% of the total population in Malaysia which are smaller than Malay's population. The achievement of Bumiputera entrepreneurs is still at a lower level compared to other races in Malaysia in the economic sector. In line with this, it is proven based on monthly gross income in Statistics of Women by the Ministry of Women, Family and Community (MWFC) which states the lowest income for the Malays compared to Chinese and Indians (MWFC, 2015). A continuously guide and mentor to young women are important because they can take over the leadership with confidence, highlighting their potential and snuggle the economic disparities.

Despite the problems and challenges, Malay women entrepreneurs is prompted to achieve themselves to survive in the business. Among the failures (in the business survival), there are a few established women entrepreneurs whom had survive in the business and been successful. In accordance to the national development policies that aim to increase the number of Malay women entrepreneurs, it is important to study on the Malay women entrepreneurial success and examine the factors that have brought success to some of this Malay entrepreneurs in order to guide and as an effort to develop other entrepreneurs. In fact, the success factors are heavily influenced by a variety of reasons either influenced by external or internal factors of the individual. Yet, the complete picture of the successful Malay women entrepreneurs has not emerged (Mahmood, Mustapha & Jamaludin, 2010).

Many studies have been done in research of the success factors of women entrepreneurs (Alam et al., 2011; Franck, 2012; Raman, Anantharaman, & Ramanathan, 2013;Teoh & Chong, 2014) and also on barriers to success of women entrepreneurs (Azmi & Hassan, 2014; McElwee & Al-Riyami, 2003). The meaning of success is the same as the ongoing business operation and on the contrary, failure means out of business or stop doing business (Rashid et al., 2015). While numerous studies have been conducted on women entrepreneurs in Malaysia, there has been no specific study conducted by researchers who can model or explain how these successful women remain successful.

This implies that it is very important to clearly identify the characteristics of successful entrepreneurs to encourage other entrepreneurs. Successful entrepreneurs are also believed to be vital to the economic growth of a country as successful entrepreneurs can provide job opportunities to those in need and inspire other entrepreneurs. Later studies in a similar vein proposed that success factors of women entrepreneurs are such able to recognize opportunities, creative thinking, and strong networking, adapt with changes, good communication skills, self-confidence, learn from past experience and jump out from the comfort zones (Mat Rashid, Ngah, Mohamed, & Mansor, 2015).

Although numerous studies have examined women entrepreneurs (Ervin, 2014; Mitchelmore & Rowley, 2013; Mithelmore, Rowley, & Shiu, 2014; Steege & Stamm, 2014) most of these studies were conducted in developed and western cultural spaces. There were a paucity of researchers applying quantitative method studied on women entrepreneurial success (Alam et al., 2011; Krishnan & Kamalanabhan, 2013; Lee &

Stearns, 2012; Mitchelmore & Rowley, 2013; Rashid et al., 2015) as most of the researchers were using qualitative research method studied on women entrepreneurs success factors (Javadian & Singh, 2012; Lutz, 2014; Steege & Stamm, 2014; Williams, 2011). Entrepreneurial success has been thoroughly researched but still lack in Malaysia context mainly on Malay women entrepreneurs. In addition, many researchers studied the performance of women-owned businesses or enterprises success owned by women (Hanafi, 2012; Hassan, Ramli, & Mat Desa, 2014; Huarng, Mas-tur, & Yu, 2012; Katongole, Ahebwa, & Kawere, 2013) in determinants of survival and success and only a few studies on the success of individual women entrepreneurs (Lerner et al., 1997; Robb & Wolken, 2002; Teoh & Chong, 2007). Therefore in this study, the researcher is using the quantitative method to reach the objectives of the study on the individual success of Malay women entrepreneurs.

Alertness, self-efficacy and social networking are some of the factors that contribute to the success of entrepreneurs. These variables have been studied by several researchers (Chattopadhyay, 2008; Frese & Gielnik, 2014; Ng & Kee, 2012; Storr & John, 2011; Yurkiewicz, 1996; Yusuff et al., 2016; Zimmerman, Bandura, & Martinez-Pons, 1992) mostly from the western view and outside Malaysia. Moreover, Rauch & Frese (2007) studied that need for achievement, generalized self-efficacy, innovativeness, stress tolerance, need for autonomy and proactive personality are among the traits that matched siginificant correlations to business creation and success. Therefore, theoretical research gaps are exist on this variables to be implemented on the research of women entrepeneurial success in Malaysia.

Surveys such as conducted by Abdul Karim and Abdul Ghani Azmi (2008) have shown that successful women entrepreneurs are able to recognize opportunities, creative thinking, strong networking, adopt with changes, good communication skills, self-confidence, learn from past experiences and jump out of their comfort zones. For many years, people have debated about the theory of alertness by Kirzner (1979) compared to innovativeness theory by Schumpeters (1942). Alertness remains understudied due to ambigious understanding of the terms (Tang, Micki & Busenitz, 2012). Despite this issue, both of the theories are considered contribute to the success of women entrepreneurs but there still exists some ambiguities in certain condition and environment and this become a gap to be studied in the Malay women entrepreneurial success.

Social factors include the strength of social networks and the social skills of the entrepreneur (Brush, 2008; Walske et al., 2007). Hoe, Isa, Hin, Hashim, Yunus and Abdullah (2012) found that one of the factors which facilitated the success of the women entrepreneurs in Malaysia was the support provided from their business networking or from non-business acquaintances that they have established before, during and after setting up their businesses. Lutz (2014) studied qualitative research on the role of networking towards women entrepreneurs' success and found out that networking greatly contributed to the success of women-owned business.

In a country, women play a crucial role as supporters to their families (Isidore Ekpe, 2011). Other obstacles that have worked against women include poverty and unemployment (Maduagwu, 2000; Mohd & Hassan, 2008). Family sources of time-based conflict include factors such as marital status, presence of young children or other dependents, large families or both spouse working long hours (Burke,1989 ; Frone,2003). Family factors also motivates women entrepreneurs in becoming success. According to Krishnan and Kamalanabhan (2013), entrepreneurs worked an additional 17hours a week more than employed individuals. This increased their energy levels when there was a high demand for personal energy needed in the job satisfaction leading to life satisfaction.

Positive attitude of the surrounding community concerning entreprenurship are likely to increase one. Moderator is to influences the strength of a relationship. There are many studies on work-family conflict whether as dependent or independent variable but the past research has ignored the impact of work-family conflict to the relationship between factors of success and the success of women entrepreneurs. Entrepreneurs are often assumed to have greater job flexibility and therefore the ability to accommodate family needs; on the other hand, because of the high levels of personal commitment, risk, and long hours that typify self-employment, the self-employed may have higher levels of work-family conflict than a first glance might suggest. In fact, it may be tremendous stress to be fully personally responsible for a business venture and, at the same time, being primary caregiver to children and/or elders.

Therefore, the researcher proposed a framework to study on how the family conflict could moderate the relationship if any between the three factors which namely as alertness, self-efficacy and social networking to the success of the Malay women entrepreneurs in Malaysia.

Kim and Ling (2001) found that there is a need for greater spouse support, flexible work schedule, and full day school in order to alleviate work-family conflict. Good marital relations are important in reducing spouse conflict and increasing wellbeing in women entrepreneurs. Malay women entrepreneurs are seen as minority involve in the large scale business therefore it is important to study the factors that might contribute to the success of the entrepreneurs.

Based on the past studies done, there is no significant relationship between work-family conflict and alertness. However, the work-family conflict is believed could reduce someone's alertness as if someone is facing a conflict, commonly they will get pressure and have a less focus on what they are doing. It is the kind of disturbance that could take away their concentration. This could be agreed by few researches that doing the study on alertness (Ardichvili, Cardozo, & Ray, 2000; Storr & John, 2011). Work-family conflict often being related to full-employed women and men. However, it is been a question that being an entrepreneur could have a flexible time and more time to spend with family as entrepreneurs could choose and manage their working time or as such doing online business while having time or take care the family at the same time.

Women have been taking up the challenge of self-employment in increasing numbers, with a variety of supports to overcome obstacles unique to women in business. However, the trend is still for women-owned businesses to start small and remain that way. While there has been considerable demographic information compiled on the experience of entrepreneurial women, there has been minimal study examining the relationships between work and family issues among this group. Research few decades ago has been unclear whether self-employment reduces, or increases, work-family conflict (Fergusan & Durup, 1998). One study suggests that success of the business may be an important variable in the consideration of work-family conflict (Stoner et al., 1990).

The question that arise is that entrepreneur do not face work-family conflict? Schjoedt (2012) have studied on the influence of work and family conflict on male entrepreneur's life satisfaction and found out that both types of work-and-family conflict were negatively associated with life satisfaction and there were important differences among entrepreneurs and organizationally employed non-founding top managers and among novice and repeat entrepreneurs. Because of the changes in society, more individual juggle the demand from both work and family than in previous generations (Halpern, 2005; Powell & Greenhouse, 2010). Based on few past researchers (Ferguson & Durup, 1998; Kim & Ling, 2001; Mohamad & Bakar, 2017a; Shelton, 2006), the work-family conflict existed among the women entrepreneurs.

In the other hand, study by Nasurdin, Ahmad and Mohamed Zainal (2013) are also relates the work-family conflict and performance or success of women entrepreneurs. However, the work-family conflict rarely been used as a moderator variable especially in the success model as such implemented in this study. In this study, work-family conflict have been tested as a moderator variable in the relationship of alertness, self-efficacy and social networking toward Malay women entrepreneurial success.

Next, in testing the work-family conflict as a moderator to the relationship between self-efficacy and Malay women entrepreneurial success. There are many studies on work-family conflict and self-efficacy (Glaser & Hecht, 2013; Hennessy, 2005; Houle, Chiocchio, Favreau, & Villeneuve, 2012). However, the moderator variable that have been studied in such model was not the work-family conflict but the self-efficacy (Glaser & Hecht, 2013; Khusniyah, Salim, & Djawahir, 2015; Rauf, 1993). Self-efficacy have been defined as a psychological behaviour that very close to self-confident and someone's believe that they are able to do something. Research have proved that someone with high self-efficacy will be more successful as they could determine themselves more than other people (Acharya, Rajan, & Schoar, 2006; Mohamad & Bakar, 2017; Oyeku et al., 2014; Pollack, Burnette, & Hoyt, 2012).

For the conclusion, the study regarding relationship between the psychological characteristics and entrepreneurial success in Malaysia is still lack of more subjective impact such as life satisfaction, strain or work-life balance notably among Malay women entrepreneurs. Moreover, many researchers studied success factors implementing the qualitative method. Thus, this study is conducted in the hope that it can generate some idea in order to improve entrepreneurial field in Malaysia and enrich the literature on Malay women entrepreneurs in Malaysia.

1.3 RESEARCH QUESTIONS

The research questions in this research are as below:-

i. Is there any significant influence between alertness and the success of Malay women entrepreneurs?

ii. Is there any significant influence between self-efficacy and the success of Malay women entrepreneurs?

iii. Is there any significant influence between social networking and the success of Malay women entrepreneurs?

iv. Is there any significance influence between work-family conflict and the success of Malay women entrepreneurs?

v. Does work-family conflict moderate the relationship between alertness and success of the Malay women entrepreneurs?

vi. Does work-family conflict moderate the relationship between self-efficacy and success of the Malay women entrepreneurs?

vii. Does work-family conflict moderate the relationship between social networking and the success of Malay women entrepreneurs?

1.4 RESEARCH OBJECTIVES

The objective of this study is to explain the relationship among the entrepreneurial alertness, self-efficacy, social networking, work-family conflict and the success of Malay women entrepreneurs in Malaysia. Specifically the objectives of the study are:-

i. To determine the relationship between alertness and success of Malay women entrepreneurs.
ii. To determine the relationship between self-efficacy and success of Malay women entrepreneurs.
iii. To determine the relationship between social networking and success of Malay women entrepreneurs.
iv. To determine the relationship between work-family conflict and success of Malay women entrepreneurs.
v. To examine whether work-family conflict moderate the relationship between alertness and success of Malay women entrepreneurs.
vi. To examine whether work-family conflict moderate the relationship between self-efficacy and success of Malay women entrepreneurs.
vii. To examine whether work-family conflict moderate the relationship between social networking and success of Malay women entrepreneurs.

1.5 SCOPE OF STUDY

The scope of this study is focus on Malay women entrepreneurs whom are registered with Company Comission of Malaysia (CCM) which covered all over Malaysia. The selected Malay women entrepreneurs has run the business for more than 36 months as according to GEM (2014) that it is a passing period for surviving in business and define as success (Dafina, 2008). This study is assessing the alertness, self-efficacy, social networking and work-family conflict in entrepreneurship scope.

1.6 SIGNIFICANCE OF STUDY

This research theoretically describe and offer insights on the importance of alertness, self-efficacy, social networking, work-family conflict, and Malay women entrepreneurial success. This research also reinforce the significance of linkages between alertness, self-efficacy, social networking and work-family conflict to the success of Malay women entrepreneurs. This research is developed to provide relevant information about the Malay women entrepreneurs in Malaysia. This study will serve as a resource for researches, writers, or readers who might interested to study on women entrepreneurs in the future.

The finding of this study may provide significant contributions for future research in the entrepreneurship field mainly in Malay women entrepeneurs study. The outcomes of this study are to provide a source in establishing the new and best strategies in developing Malay women entrepreneurs in Malaysia and also the economic of Malays as overall. The findings of the study would hopefully contribute to the building of new knowledge and a new direction as there is lack in the literature regarding Malay women entrepreneurs in examining the effect of work-family conflict to the relationship of alertness,self-efficacy and social networking towards success. It is hoped that the present study will help to identify new areas for further research, ie. new variables which have not been identified in previous studies may be explored and new hypotheses may also be generated for further research on women entrepreneurs and women managers.

1.7 DEFINITION OF TERMS

Entrepreneur

Entrepreneurs are the individuals who – either on their own or inside the organizations – pursue opportunities without regard to the resources they currently control and have capacity and willingness to develop, organize and manage a business venture along with any of its risks in order to make a profit (Thompson, 1999).

Malay Women Entrepreneurs

Malay is the largest ethnic in Malaysia which represent the majority of the population in Malaysia. Malay women entrepreneurs in this study are taken from the data of CCM registration that cover all the states in Malaysia which total up to more than 500 000. Malay women entrepreneurs in this study are the sole-proprietorship and partnership with more than 50% shares and actively running the business.

Malay Women Entrepreneurial Success

Malay women entrepreneurial success refers to Malay women entrepreneurs who had start a business and the business stands for at least 36 to 48 months which equal to 3 years to 4 years. The period of 36 months and above is an appropriate surviving period that determining business success (Dafina 2008, GEM, 2016 ; Praag, 2003,).

Alertness

Kirzner (1979) defined alertness as an individual's ability to identify opportunities which are overloaded by others.

Self-Efficacy

Self-efficacy refers to people judgment about their capability to perform particular task. Task-related self-efficacy increases the effort and persistence towards challenging tasks. Individuals with a high level of self-efficacy, or belief in their ability to affect change, have a greater tendency to persist and perform (Smith & Woodworth, 2012).

Social Networking

Social networks consist of those persons that an entrepreneur has direct relations with and so may include professional advisors (McQuaid,1996). Social network is a relation or transaction between two people or more (Aldrich & Zimmer, 1986). In this study, social networking refers to a network of social interactions and personal relationships.

Work-Family Conflict

Work-family conflict is a form of interrole conflict in which role pressures from work and family domains are mutually incompatible in some respect (Greenhaus & Beutell, 1985).

CHAPTER 2

LITERATURE REVIEW

2.1 INTRODUCTION

This chapter reviews the literature on women entrepreneurs in general which include details on the overall development of women entrepreneurs and further on Malay women entrepreneurs in Malaysia. This chapter also discusses the variables in this study, namely as; success, alertness, self-efficacy, social networking and work-family conflict on the concept, past studies and theories development. The relationship between the variables are also discussed with the presence of work-family conflict as a moderator. Finally, the chapter discusses the formulation of hypothesis to answer each of the research question.

Entrepreneurship have been theorized and introduced by a few well known researchers such as Cantilon (1680-1734), Say (1764-1832), Marshall (1842-1924), Menger (1840-1921), Knight (1885-1972), Schumpeter (1883-1950) and Kirzner (1930). The contribution have developed entrepreneurship research widely and deeply continued study by the future generation. The divison in entrepreneurship have three school of thoughts which are the notion of corporate entrepreneurs, entrepreneurship as an overcome function and behavioural factor and psychological traits of entrepreneurs (Kilby, 1971). In this study, the focus is on the behavioural factor and psychological traits of successful women entrepreneurs which is the most important drivers of entrepreneurship research (Frese & Gielnik, 2014).

2.2 WOMEN ENTREPRENEURS

In many developing countries, women are the backbone of economic as reported by the Global Entrepreneurship Monitor (GEM), that women entrepreneurs create jobs, wealth and innovations across the 37 GEM countries surveyed (Terjesen & Lloyd, 2014) . In spite of their contribution to economic development, their freedom to lead and make strategic business decisions is greatly hampered by among other things, culture, financial status, and lack of education. Women have special and unique circumstances that can help or hinder them in becoming entrepreneurs.

As shown in the Table 2.2 the first ranking listed by the Global Women Entrepreneur Leaders Scorecard-Executive Summary (2015) is United State of America among 31 countries assessed for the support of high impact women's entrepreneurship with a score of 71 out of 100 as shown in Table 2.1. Malaysia is at the 21st ranking with the score of 40 which is below than half percentage score. There is still much room for improvement even there are nine top-ranking countries with score above 50 out of 100.There are seventeen countries receive overall scores in the mid-range which is under 50 and over 30 out of 100. Regardless of overall scores, all countries are stand for improve to gain high-impact women entrepreneurs.

Table 2.1
Overall Ranking of Women Entrepreneurs

Rank	Country	Score	Rank	Country	Score
1	USA	71	15-17	South Korea	41
2-3	Canada	69	18-19	Brazil	40
2-3	Australia	69	18-19	Russia	39
4	Sweden	68	20	South Africa	38
5	UK	65	21	Malaysia	40
6	France	62	22	Thailand	39
7	Germany	61	23	Nigeria	38
8	Polland	56	24-25	Turkey	36
9	Chile	51	24-25	Uganda	36
10-12	Japan	49	26	Ghana	35
10-12	Spain	49	27	Tunisia	29
10-12	Jamaica	49	28	Egypt	24
13	Mexico	46	29	India	17
14	Peru	45	30	Pakistan	14
15-17	Panama	44	31	Bangladesh	12
15-17	China	44			

Source: Global Women Entrepreneur Leaders Scorecard- Executive Summary (2015)

Acs, Szerb and Autio (2014) define ‘high potential’ female entrepreneurs as those who exhibit characteristics associated with high growth outcomes but which may currently be an aspiration rather than an achievement. Thus, high potential female entrepreneurs are ‘market expanding, export oriented, innovative’ entrepreneurs (Acs, Szerb & Autio, 2014). Women entrepreneurs play a substantial role in growing their economies (Terjesen & Amorós, 2010). When a country does not achieve its full potential, the economy suffers.

Female entrepreneurship research emerged in the late 1970s to early 1980s. Early studies focused on the personal characteristics and motivations of female entrepreneurs in comparison to norms established in the male entrepreneurship literature (Jennings & Brush, 2013; Brush, 1992; Holmquist & Carter, 2009). In one of the first studies on female entrepreneurship, Schwartz (1976) examined the characteristics, motivations and attitudes of female entrepreneurs. The goal of the study was to gain a deeper understanding of women business owners, in comparison to what male business owners experience in developing and maintaining new business. Schwartz (1976) compared the perspectives and perceptions of the female entrepreneur's survey with the review of literature conducted on male entrepreneurs earlier.

Since 1970s until now, there are increasing number of women becoming entrepreneurs and involve in business indicates that women are open minded and socially acceptable to make a living and doing business. Compared to the past, all areas of work and economy controlled by men and women just helping from home taking care of the family. Although, since last 3 decades ago, women start to contribute directly to the country economy, the Moreover, it is no longer strange to have business dealings with a female. Although the number is still small as compared to businesses owned by men, this is encouraging as it shows that women no longer adhere to the stereotype that only men can be wage earners in the family. Besides numerous obligations assigned to women including reproductive chores, such as childcare and doing house work, women can find success through their own businesses.

In the other hand, eventhough women are quickly moving into the field of entrepreneurship, the participation of women entrepreneurs in heavy industry is still small compared to men as the field was once dominated by men. The reason might be due to the fact that women demonstrated lower self-confidence as opposed to men (Johnson & Bruce, 2008).

However, Affholder and Box (2004) found no difference between the genders on the ambition, regarding autonomy, determination, hostility, locus of control motivation leadership or non-conformity. There are a few numbers of past researchers studied women entrepreneurs such as on performance (Ekpe, 2011; Fuad, 2007; Tasnim, Yahya, Mohd Nor, Said, & Zainuddin, 2013), success (Buttner & Moore, 1997) , motivation (Alam et al., 2012), work-life balance (Kim & Ling, 2001), gender (Hamed et al., 1999; Nasurdin et al., 2013; Raman et al., 2013; Robb & Wolken, 2002) challenges (Yen Teoh & Chong, 2014) and (Amatucci & Crawley, 2011; Hanafi, 2012; Hanzel, 1995) since 1980s until now.

Women are synonyms as a housekeeper and caretaker. Since centuries ago, traditionally women stay at home and take care of the family. However nowadays, since few decades ago, women started to build their career and become as successful as the men. Being an entrepreneur possibly could give women both the satisfaction in being independently a breadwinner and a mother or family care-taker.

In the meantime, women are also need to balance between the work and family as well as to grow and survive in the business at the same time. Above all through initiating, establishing and running an enterprise women entrepreneurs are enable to generate employment opportunities, build up their confident, creativity and innovativeness while achieving the economic independence. Women entrepreneurs increase their decision making capabilities in the family and the society as a whole during involvement in the entrepreneurial activities. In recent years, the number of women who enter the field showed encouraging improvements and the world witnessed a constant growth of women entrepreneurship, their contributions to the national economic and employment.

2.3 WOMEN ENTREPRENEURIAL SUCCESS

Beyond the similarities in both genders having the need for financial security, a need for self-sufficiency and the recognition of a profitable business opportunity, there are also similarities in personality and personal attributes (Keril Rieger, 2012) and eventhough individual characteristics are important factor that leading to success but there are also issue on the environmental factors (Terjesen & Lloyd, 2014).

A few number of studies had found out that many women are at a distinct disadvantage when it comes to acquiring certain entrepreneurial skills which are important for women to successfully engage in their own enterprise knowledge. Learning about the various aspects of running a business is a skill that many women must acquire to become a successful entrepreneur.

The measurement of success means much more than financial success (Mahmood, Mustapa & Jamaludin, 2010). Business definitely financial and making money through business success was also measured in terms of self-satisfaction and fulfillment (Mahmood, Mustapa & Jamaludin, 2010).The attribution to the success of female entrepreneurs are assessed and analyzed based on their perspectives. The information presented not only has the potential to add to the body of research on entrepreneurial leadership and characteristics of women, but also may provide practical insight into the attributes of entrepreneurial success themes of factors that they perceive as important to establishing and continuing their businesses.

Despite the praise of how enterprises contribute to the economic spurt in the globe, there is still the challenge of failure among many promising entrepreneurs (Bilic, Sotiroski, & Tusevska, 2014; Farouk, 2012). However, among the failures there are the successful women entrepreneurs who are still surviving in entrepreneurship and striving to gain more profits, explore new experiences and stepping into the larger industry and they are the women entrepreneurial success. Many studies take a broad approach which include all female entrepreneurs, ranging from informal petty traders and shopkeepers to high-tech start-ups. Generally, entrepreneurs is someone that able to organize and manage certain capital for introduce reforms or changes and take the risk while a successful entrepreneur is someone who is creative, innovation, risk-taking, develop and maximize the potential taking the advantage of existing opportunities.

Women have distinguished themselves with outstanding success in business and have done so with motivating personality characteristics. Identifying the perceived personal characteristics that each woman feels or believes has enhanced her success provides future women entrepreneurs with a reference of entrepreneurs personality characteristics. These contribute to the understanding of successful female entrepreneurs and to the knowledge of women's experiences of persistence, successful risk tolerance, vision and self-confidence in particular.

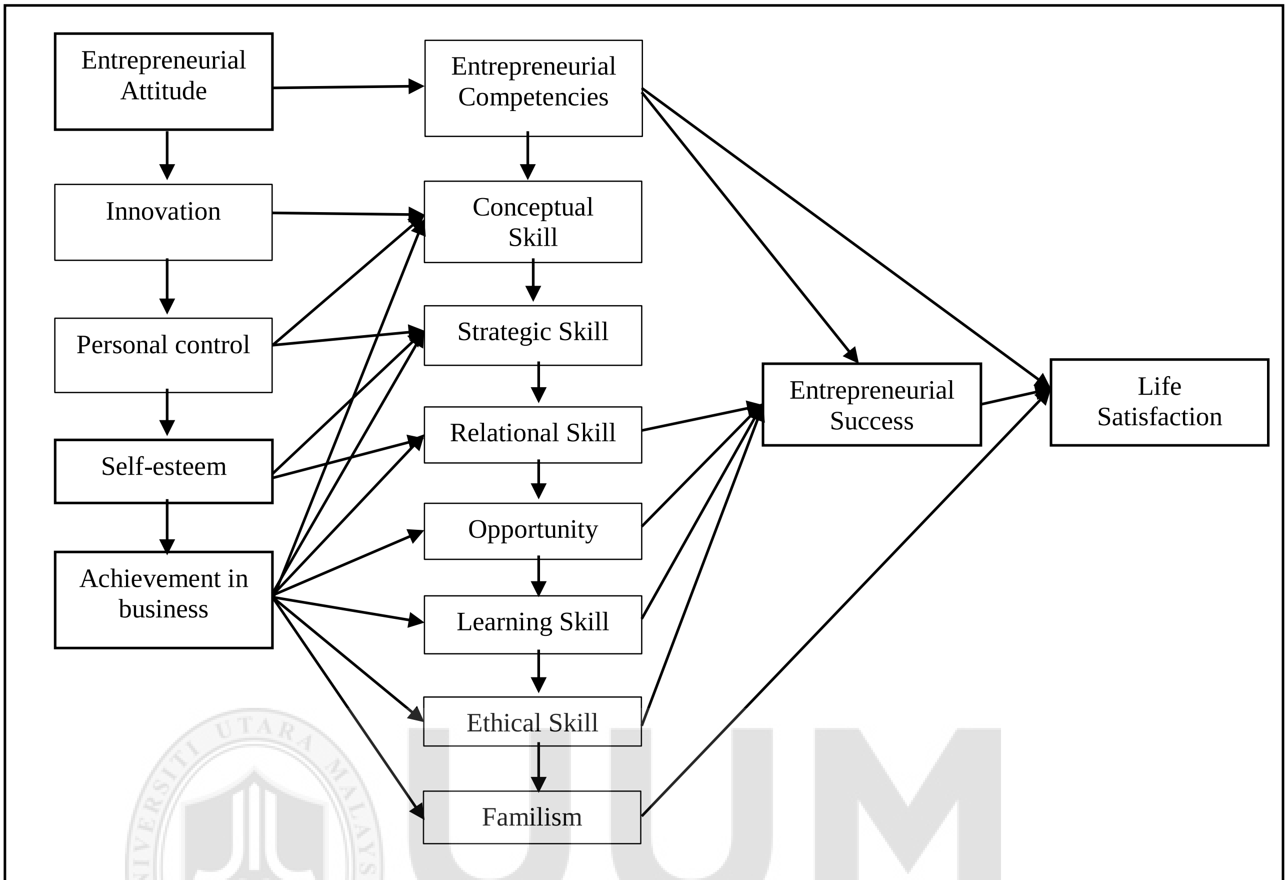
Knowing how successful women entrepreneurs have coped with the challenges and risks involved in a business assists other women in similar challenges.The reasons of successful women entrepereneurs are due to their personal qualities. According to Mansor (2005) the most important personal qualities required to become successful women entrepreneurs are self-reliance, exploit opportunities, innovative, creativity, willingness to take chances, personal drive, communication skills, people skills, web thinking, good negotiation skills and possess can do attitude in overcoming obstacles. Due to these qualities, they are able reach the targets and achieve their goals and be successful (Mansor, 2005).

Furthermore, economic factor play the important roles to increase economic growth in country. Apart from that, government takes the initiatives in assisting the entrepreneurs by giving them the opportunity to enhance their business. For example, the government provides loan through its agencies such as Majlis Amanah Rakyat (MARA), Amanah Ikhtiar Malaysia (AIM), and Small Medium Industries Development Corporation (SMIDEC).

According to Kuratko & Hodgetts (2009), some other factor that significantly contributes to successful women entrepreneur is banking sector that provide loan facilities for the working capital as well as acquiring asset for the business operation.

Based on the statistic and registration through the SMEs, there are high numbers of women entrepreneurs starting the business (SME, 2011). Many women entrepreneurs had just give up before the fifth years of setting up their business. It is important to look at the factors that affecting the success of the entrepreneurial to ensure that it could be a guideline for the new entrepreneurs to prepare themselves and motivating them to success. Early approaches to study female entrepreneurship involved comparisons of individual characteristics of male and female entrepreneurs, such as demographics of age and education as well as attitudes and perceptions such as risk aversion, growth ambitions or self-efficacy.

Within the dimension of environment support, the financial community has established loan funds and training programs for enhancing women's entrepreneurial pursuit. In addition, other support service also includes public and private agencies that continuously established training and technical assistance programs for women business owners. With such structured program, it will provide knowledge, skills and abilities for entrepreneur to grow their businesses and make them more successful. All these efforts will eventually able to increase total number of women-owned firms.



Adapted from Carlson's Attitude Consistency Model (Carlson, 1985)

Figure 2.1
Conceptual Framework by Krishnan & Kamalanabhan (2013)

Figure 2.1 shows the conceptual framework by Krishanan and Kamalanabhan (2013) which adapted from Carlson's Attitude Consistency Model (Carlson, 1985). Entrepreneurial Attitude formed Entrepreneurial Competencies and leads to Entrepreneurial Success and Life Satisfaction. The fundamentals of becoming successful women entrepreneur had been acknowledge due to personal attributes. With the association of positive personal attributes, someone is more likely able to develop a good behavior, self-discipline, risk-taker and others.

Environmental, family and personal attributes is important in order to promote successful business ventures among women entrepreneurs (Rashid et al., 2015). Obviously there could be more other dimensions such as the use of technology, human resource practices, and financial management need to be explored for supporting business success.

In other hand, as mentioned by Hisrich (2008) the family support is extremely important and very much contribute to the molding of entrepreneurship interest especially to start up any new business venturing. According to Brindley (2005), the main factors which support the successful women entrepreneurs is come from family and friends. So, family and close friends play a very important part in ensuring the emotional stability of women entrepreneurs.

These groups of associate members normally have the capacity to provide lessons and guidance in the business sectors that they had experienced earlier. Positive attitudes of the surrounding community concerning entrepreneurship are likely to increase one's desire to engage in entrepreneurial activities and more specifically, individuals who experience a positive view on entrepreneurship among their immediate contacts are more likely to have greater intention to become entrepreneurs. For example, it is often recognized that among people that are highly motivated to be entrepreneurs are acquainted with the role models that encourage them to go into business. The propensity to venture will be much higher if the role models had been positively endorsed by close networks of family members and relatives. (Mansor & Che Mat, 2010).

Langan-Fox and Roth (1995) developed a framework of women entrepreneurs based on their personal attributes or psychological characteristics. Upon the observation, women entrepreneurs can be classified into three psychological types: the need achievers, the pragmatic and the managerial entrepreneurs. These entrepreneurs differ on their level of motivations for achievement and power. Mitra (2002) classified women entrepreneurs based on several other key differentiators; motivator, acceptance of conventionally defined gender roles, importance of relational support and background of the female entrepreneurs.

In most cases personal attribute is often been shaped by the education of a person. Regardless of the profession, similarly within the context of entrepreneurship the success of any business operation is very much associate with the training and education experiences that someone had involved. In order for the entrepreneur to be successful, the related knowledge that had been accumulated is assumed to be always the key success that can affect their business performance, which will further support the business growth and certainly has positive impact on sustaining the survival of a business.

Thus the importance of education in shaping, promoting, and ensuring success of business will remain intact (Lavoie, 1985). Nevertheless, most women choose to participate in a particular business sector based on their experience, interest and perceived ability to handle the business whilst some women choose a sector which they are more comfortable and believed to be suitable for them as a woman.

Hassan, Ramli and Mat Desa (2014) examine the entrepreneurial characteristics such as risk taking, ability to explore, confidence and determination, willingness and initiative, vision, creativity and innovation, social networking and strategic thinking which influence the success of women entrepreneur in business. The questionnaire is used as a data collection method that involves a total of 80 rural women entrepreneurs in the northern region of Peninsular Malaysia and data collected were analysed using SPSS version 20 and Smart PLS 2.0. In the study, they found out that confidence and determination and vision are the main variables that influence business success of women entrepreneur in rural setting environment.

In 1991, Md. Zabid examined the key characteristics of successful women entrepreneurs and found out that personal characteristics such as age, marital status, race, and education were not related with entrepreneurial success, The main motivating factor for the women entrepreneurs to start their business was job satisfaction followed by independence and opportunity. Need for achievement ranked fourth. Particularly, entrepreneurial success depends on psychological factors such as self-concept, managerial competence, work-stress and business commitment (Alam et al., 2011).

In 1985, Macdonald have concluded the criteria in predicting success in business management by the women entrepreneurs as following :-

i. Net profit is not a factor of success in the opinion of the less successful woman entrepreneur.
ii. Net profit is a factor of success in the opinion of the more successful woman entrepreneur.

iii. Length of time in business is a predictor of success for women entrepreneurs.
iv. The traits and characteristics survey instrument has such high reliability it can be used as a predictor for traits and characteristics of successful women entrepreneurs in other studies.
v. Successful women entrepreneurs and less successful women entrepreneurs perceive the same traits and characteristics necessary for success; therefore, it is not necessary to be successful to predict success.
vi. Having entrepreneurial parents does not affect the success of women entrepreneurs.

Al-Alak and Al-Haddad (2010) have studied the gender barriers in the business environment in Jordan. Two variables that may influence economic success of businesses owned by women entrepreneurs in Jordan were selected for this purpose. These variables are the marital status of female entrepreneur and its effect on her business, while the second variable is related to gender discrimination and whether it is considered a major obstacle facing women entrepreneurs. To analyze data collected from 102 convenient sample of female business owners in private sector and different innovation centers the linear model was used to identify the relationship between the marital status and gender discrimination and success in business. The result of their study shows a positive relationship between the marital status of business owners and success in business and that being a female and single is not an obstacle facing Jordanian women in business.

In the globalization and technology without boundries in the world nowadays, entrepreneurship stands out clearly as the rapid with an outstanding fast rising business venture. Entrepreneurs are the key drivers of economic growth and form the backbone in expanding the economy as entrepreneurship will also create jobs for the society, moreover, raising the living standards of many individuals.

As an important key drivers of economic growth, productivity, innovation and employment, entrepreneurship is increasingly being recognized and widely accepted. History shows that economic progress has been significantly advanced by pragmatic people who are entrepreneurial and innovative, able to exploit opportunities and willing to take risk as transforming ideas into economic opportunities are among the decisive issues of entrepreneurship nowadays (Peter & Munyithya, 2015).

The term entrepreneurial success is used to refer to the success of a venture or business activity, and sometimes the success of the entrepreneur connected to the venture. Women entrepreneurial success is a phenomenon that seems to be understood by implication or context. A review of the entrepreneurship literature suggests women entrepreneurial success is understood to be present by its indicators. However, these indicators are broadly conceived. The indicators can exclude or include typical business, economic, psychological, and social indicators; include survival beyond a certain timeframe or simply constitute being in existence which is being a registered business entity.

Hornaday and Bunker (1970) has defined successful entrepreneur as a woman or man who established a business and could long last for at least five years with minimum 8 employees. According to Small Business Administration 2006, five years is an appropriate standard to measure business survival as estimates that nearly half of all new business start-ups dissolve in the first four years. However, according to Dafna (2008), the successful business is venture that has been operating for at least three years. Entrepreneurial success was related to few factors such as the education and experiences, internal locus of control and risk reduction, broad and clear business idea and personal investment.

Various success and failure studies have been conducted (Carter & Van Auken, 2006; Cooper et al., 1990) and some entrepreneurial success studies are based on the gender differentiation (Peter & Munyithya, 2015; Zafar & Khan, 2014), determinants of entrepreneur success in developing country (Chu, Kara, Zhu, & Gok, 2011) but the most extensive was the Lussier (1995) model as the study examined the efficacy of 15 variables identified from 20 prior studies, including Cooper et al. (1990) and Reynolds (1987).

The 15 variables identified from 20 prior studies in the Lussier Model (1995) are capital, record keeping and financial control, industry experience, management experience, planning, professional advice, education, staffing, product/service timing, economic timing, age of owner, partners, parents owned a business, minority and marketing. Lussier had defined failure as not having made a profit for the previous three year and bankruptcy has been used as a criterion for failure (Lussier 1995).

Unger, Rauch, Frese and Rosenbusch (2011) studied a meta-analytical review on human capital and entrepreneurial success. The word success is defined as the favourable or prosperous termination of attempts or endeavours. However, what is considered favourable to one individual may not be the same to another, and similarly an indicator for the achievement of prosperity will vary across domains, metrics, and viewpoints. Thus, the achievement of any form of success can be both subjectively and objectively determined.

Women tended to balance important life factors in success measure (Affholder & Box, 2004) while men were inclined to measure success based on profits and sales forecasts (Affholder & Box, 2004). No differences were found between genders regarding achievement motivation, persistence, aggression, independence, non-conformity, goal orientation, leadership, or locus of control.

In addition, being currently engaged in entrepreneurship and enjoying the rewards of doing so (independence, freedom, job satisfaction, and money) are also indicates success. Maestro and Heras (2009) found out five types of goals that people set for their daily career endeavors:

i. *Doing.* The desire to have a job/career that allows developing tasks that the person enjoys for their own sake.

ii. *Receiving.* The preference for activities that will yield salary, prestige or other externally granted perks or rewards.

iii. *Contributing.* The impulse for actions and tasks that will have an impact either on the company or on people who, directly or not, are related to the person's job.This category includes an ethical and moral dimension by which the person might choose participating in something because of the impact that it might have on others.

iv. *Connecting.* The desire to have a job/career that allows developing harmonious or enriching personal relationships, either with peers, subordinates, or clients, for instance.

v. *Facilitating.* The yearning to have a career that facilitates developing roles in other life domains, such as a family or a community member or a sports enthusiast.

Success is a term that show an achievement or opposite to failure. Success also could be defined as achievement through measurement of performance, or satisfaction in individual life (Acharya et al., 2006; Lee & Stearns, 2012). It might be a goal of something that set by the individual or organization or group. Even though success is a subjective matter, the society and scholarships agreed that entrepreneurial success is exist therefore it is able to be captured and measured.

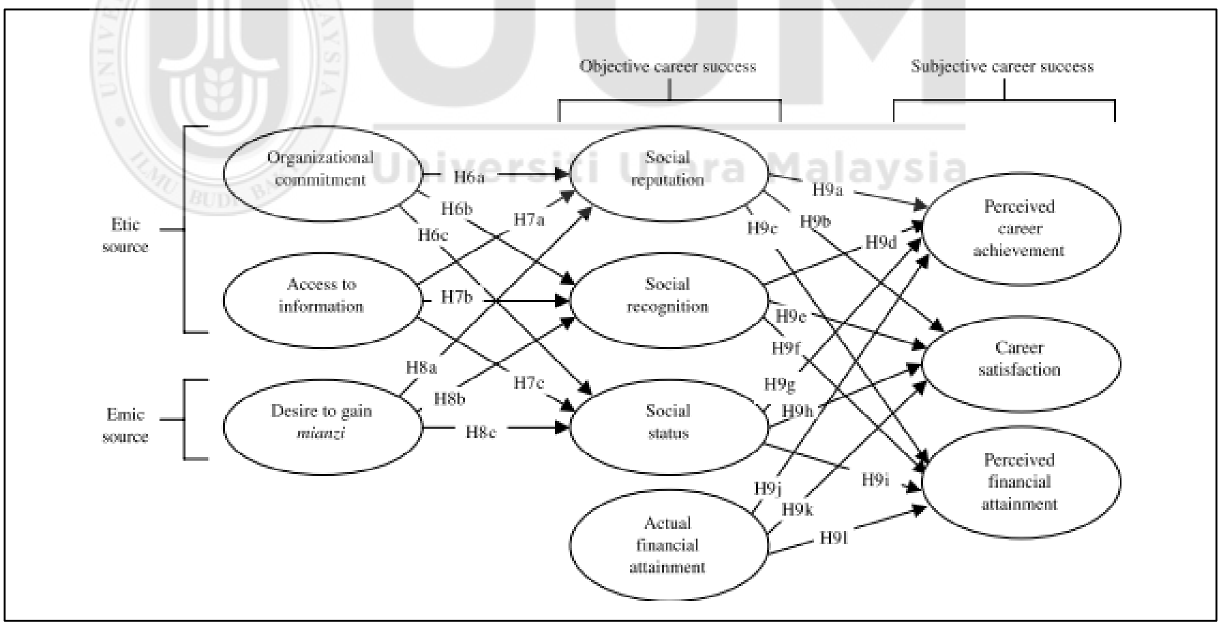


Figure 2.2
A model of entrepreneurial career success from a Chinese perspective
Source: Lau et al. (2007)

As shown in Figure 2.2, Lau, Shaffer and Au (2007) has built up a conceptualization, operationalization and validation on entrepreneurial career success measurement that based on self theory (extended) by Belk, 1988 along with several other theories such as social comparison theory (Heslin, 2005), human capital theory (Judge et al., 1999) and attribution theory (Kelley & Michela, 1980). The measure of success for entrepreneurs, as examined by the (Lau et al., 2007) is very necessary as in most of the previous studies, researchers have used the measure of career success to measure the success of entrepreneurs which is inconvenient.

Particularly, such as the promotion and job levels, though it oftenly used as a career dimension of success, it was insufficient to evaluate entrepreneurs who are the firm owners and always at the top. In terms of culture, even we believe career success is universal and essential in every society, however, its contents can be adapted to geographical or cultural functions (Lau et al., 2007).

A measure of entrepreneurial success may enable identification of current and future successful ventures, and improve public policies that target the success rate of start-ups (Fisher, Maritz, & Lobo, 2014). Yet there is diversity in both the measurement and identification of achievement indicators for entrepreneurial success, suggesting its presence can be dependent on individual perspective. Clarifying the construct may assist identifying when it is present or has been achieved, and the indicators that can facilitate the measurement of success.

According to (Bosma et al., 2000; Juhdi & Juhdi, 2013) profitability and financial performance was found to be the ultimate criteria for entrepreneurial success. All other factors are viewed as a reflection of profitability. Other studies also indicate the time survival as success measurement for entrepreneurs (Corner, 2013; Rashid et al., 2015). Institutions such as banks and venture capitalists use financial figures as a measure of success. According to (Jenssen & Koenig, 2002) success is defined simply as the establishment of a business and the acquisition of revenue.

On the other hand, failure is associated with those who failed to acquire the revenue required. In the past decade, the intangible aspect of entrepreneurial success has received more emphasis (Aldrich & Cliff, 2003; Paige, 1999; Rauch & Frese, 2000). The different theoretical perspectives of effectuation, causation and *bricolage* (do-it-yourself) may contribute differently to the behaviours associated with entrepreneurial success (Fisher et al., 2014).

Fisher, Maritz and Lobo (2014) have done a qualitative research to study the concept of entrepreneurial success and found that entrepreneurial success perceived from both personal and macro level variables. The result support theorizing that suggests entrepreneurial success as more than financial and economic indicators. Entrepreneurial success may also have a temporal aspect; it is achieved at this point in time and thus can be transient in nature. Entrepreneurial success is informed by cultural issues or is dependent on individual perspective (Rauch & Frese, 2000).

The attainment of wealth is a typical indicator of success (McMullen & Shepherd, 2006) yet other research shows many entrepreneurs do not necessarily consider attainment of wealth as a measure of their success (Alstete, 2008). The antecedents of entrepreneurial success are identified in the literature and include economic, psychological, sociological, and management factors. Economic factors include the effective use of planning and strategies, innovation, entrepreneurial orientation, and tough environmental conditions (Rauch & Frese, 2000). Social factors include the strength of social networks and the social skills of the entrepreneur at the beginning stage of entrepreneurial (Abou-Moghli & Al-Kasasbeh, 2012; Seibert, Kraimer, & Liden, 2013). Entrepreneurial success is frequently measured through the use of performance indicators, also variously measured by goal achievement, economic success, lifestyle success, and company growth (Rauch & Frese, 2000).

Surviving beyond start-up stage is also an indicator of achieving success. Similar antecedent factors for success are observable in entrepreneurs from both developed and developing regions. In general, entrepreneurial competencies are recognized as critical to entrepreneurial success (Mitchelmore & Rowley, 2013). Abdul Manaf, Omar and Yee (2012) have studied on the critical success factors of entrepreneurs in business using the theory of Lussier (1995) which contains fifteen independent variables. (Lussier & Pfeifer, 2001) measure business success by the profit gain by the entrepreneurs.

The research has shown that successful entrepreneurs have large networks of casual acquaintances that provide ideas, access to potential investors and customers. There is a link between entrepreneurs' networking behavior and the growth of a firm (Ostgaard & Birley, 1996). Therefore, it is important to have large networks in order to be success in business. It is required to development of friendship and build social networking. Scholars such as Maidique and Zirger (1985) together with MacMillan (1994) had previously mentioned that success was defined as the achievement of something desired, planned or attempted.

Kara et al.(2010) listed the factors in entrepreneurs's success such as the level of family support, good customer service, charisma and friendliness to customers, business stress ability to manage personnel, previous business experience, hardwork, appropriate training satisfactory government support, political involvement and being married while Ashraf and Qureshi (2010) develop a model by listing eight characteristics that drives the entrepreneurs' success in business including risk taking, confidence and determination, willingness and initiative, ability to explore, strategic thinking, creativity and innovative, vision and social networking. Ashraf and Qureshi (2010) found that confidence and determination is the critical contributor in the entrepreneurship success. Entrepreneurs with confidence always know that they can achieve their dream and they will determine to succeed no matter what gets on their way.

Table 2.2
Summarization of the recent studies on Entrepreneurial Success

Author (Year)	**Findings**
Shamudeen, Keat and Hassan (2017)	Components in opportunity recognition are social network, alertness, prior knowledge and personality traits
Peter and Munyithya (2015)	Cultural background, education level Age, marital status---a key determinant of entrepreneurial success.It is believe that entrepreneurs whi had many responsibilities had higher chances of entrepreneurial success.
Juhdi and Juhdi (2013)	Entrepreneurial success is a combination of financial and psychological measures of performance. Entrepreneurial success is much the attribution of psychological states variables, consistent with prior research. Psychological measures of success lead to a more comprehensive understanding.
Chong (2012)	The three most critical success factors are perceived to be reputation of honesty, good customer service and hard work; and, the least important factors are political involvement and satisfactory government support.
Peris Bonet , Armengot and Galindo Martin (2011)	Self-confidence and initiative as the entrepreneur's most characteristic attributes (with an average of 8 out of 10), followed by dynamism and leadership,perseverance , creativity and energy, receptivity and an ability to get on with other people contributed to entrepreneurial success .

As listed in Table 2.2, is the summarization on the recent studies of entrepreneurial success. On the other hand, gender differences also affect perceptions of success. Men use external standards to benchmark success, such as gaining prestige or recognition for accomplishment; whereas women use internal definitions of success, such as whether they accomplished what they set out to (Alam et al., 2011).

However (Chong, 2012) found that there has no impact on the perception of critical success factors on regarding the gender of a business owner. To reiterate, overall the three most critical success factors are perceived to be reputation of honesty, good customer service and hard work; and, the least important factors are political involvement and satisfactory government support. The findings suggested that Malaysian entrepreneurs believe they can influence their own business success since the top three most important factors are all under the entrepreneur's locus of control.

Furthermore, by knowing the type of individual who can achieve entrepreneurial success could possibly yield an important implication such as efficiently allocating resources and minimizing the costs of entrepreneurial failure (Caliendo & Kritikos, 2008). Psychological factors include need for achievement, locus of control, low risk taking, human capital, problem-solving orientation, assertiveness, interpersonal reactivity, self-leadership aimed at maintaining a positive attitude and persistence (Caliendo & Kritikos, 2008; Juhdi & Juhdi, 2013; Rauch & Frese, 2000), self-efficacy (Oyeku et al., 2014) and a blend of analytical, creative, and practical aspects of intelligence (Kirzner, 2009) are mainly contribute to the success of entrepreneurs. Regardless of any profession, the context of success is associate with the education experiences and training involved (Rashid et al., 2015). Stevenson (2010) studied and identified perceived personal characteristics on individual of successful women entrepreneurs that contributed the most to their successes.

Women who have distinguished themselves with an outstanding degree of success in business have done so with motivating personality characteristics. Identifying the perceived personal characteristics that each woman feels or believes has enhanced her success would provide future women entrepreneur with a reference of entrepreneur personality characteristics. Therefore an initial qualifier for participants in this study was survival. The supporting logic was that there was a close tie between success and survival for entrepreneurs (Martinez & Aldrich, 2011). According to research, most small business failures occur within the first five years of operation.

Hence, the term *success* as it relates to entrepreneurs refers to owners of small businesses that have been in business for five or more years and have had an increase in either the number of employees or revenue.

2.4 MALAY WOMEN ENTREPRENEURS IN MALAYSIA

According to the government data in July 2017, estimated 68.8 percent of Malaysia's 28.7 million citizens today are the Bumiputera (Leong, 2017). In Malaysia, Bumiputera refers to indigenous people which literally means sons of the earth (Ahmad, 1998) and is the largest population group in the country. Bumiputrera consists of the implementation of the divide and rule system during British Colonialism resulted in Bumiputera being the group that was left behind in economic activities.

In the system, Bumiputera remained in their villages with subsistence agriculture while non-Bumiputera, particularly the Chinese, lived in urban areas more associated with entrepreneurial activities (Ariff and Abu Bakar, 2003). The Malaysian economy after independence was still much related to the laissez-faire approach practiced during British colonialism; however, the Bumiputera felt that this approach gave economic benefits more to non-Bumiputera than Bumiputera (Hui, 1988). Therefore, to improve the economic inequalities of the Bumiputera, one of the strategies set by the government was to encourage more involvement of Bumiputera entrepreneurs through the provision of various means of entrepreneurial support and incentives that are included as part of Malaysia's economic policies.

Women entrepreneurs play a crucial role in fulfilling Malaysia's vision of becoming a well-developed country with an economy that is fully competitive, dynamic and robust. As a developing country that is based on a diverse community, there is always a combination of contemporary and conservative perception, and acceptance by the society of women entrepreneurship. This research is presented based on a critical review of the literature in relation to women entrepreneurship. The factors that denote the success and challenges as an entrepreneur vary according to how the situation is perceived. This research attempts to explore the key success factors and challenges of women entrepreneurs, in general, and looks at how far Malay women entrepreneurship could be developed in Malaysia

Malays form the bulk of the bumiputera and in 2015, the total of Malays are about 63.1 per cent over the population in peninsular Malaysia. Malay is defined as a child that having one of the parents as a Muslim Malay as stated in the Constitution. Malays are person who professes the religion of Islam, habitually speaks Malay, conforms to Malay customs to Malay customs and is the child of a Malaysian parent. The total of Malay female in Malaysia is about 6.03 million.

As Malaysia is now moving forward as a developed country, the Malaysian Government carried out various efforts to promote economic development for women in Malaysia. In addition, the statistic also shows that many women who become single parents due to death or abandoned by their husbands has encouraged them to find work to support their lives and children. However, in the present economic situation does not provide a lot of jobs for women primarily the mothers due to several barriers in terms of requirement for work which require higher education and also in term of time constraints. Therefore, many women plunge into businesses. They become entrepreneurs with the support from the government and organizations that helps them financially, morally and provide the facilities to market their products.

According to The Female Entrepreneurship Index (FEI,2015), Malaysia was at the 46 global rank out of 77 countries with the score of 39.2. There are opportunity in businesses with technology transfer and female entrepreneurs in Malaysia are willing to start in business especially in technology sector businesses. Important to realize the opportunities, entrepreneurship has become the main focus and priority in the formulation of Malaysian Government's policies and agenda.

Starting from the sixth Malaysia Plan (RMK-6), the focus on entrepreneurship are increased through the incentives given to existing operators to double the efforts to penetrate the global market as well as encourage and attract a new generation to enter into this field. A lot of general actions plan implemented by the Malaysian Government on several key sectors such as industrial, privatization and entrepreneurship. Besides, there are also many entrepreneurial development programs undertaken by the Government in conjunction with private agencies and non-governmental organisations (NGOs) (Hassan, Ramli & Mat Desa, 2014).

In addition, GEM (2012) also has reported the Total Entrepreneurial Activity (TEA) for women entrepreneurs in Malaysia is the lowest among developing countries in Asia. In the other hand, according to the Census of Establishments and Enterprises 2015, 82,911 establishments were owned by the women entrepreneurs and the number keep increasing (Rashid et al., 2015).

However, the survival of these establishments is questionable as the earlier surveys conducted worldwide showed high failure rate amongst the SMEs especially in the first five years of business operation support (EIM,2010; US SBA,2009). Eventhough the TEA of women entrepreneurs in Malaysia is the lowest among Asia developing countries, the established women entrepreneurs for Asia Developing Countries is higher than the TEA. GEM has define established business owners as those running businesses more than three and a half years. TEA rates show the extent people have taken action to launch into business activity.

Established business ownership, on the other hand, shows the proportion of people in a society that are running businesses that have become mature. Though that the established of women entrepreneurs in developing countries is higher than the TEA, the percentage of established men entrepreneurs is higher than women entrepreneurs. The results show correspondingly that men entrepreneurs are more successful compare to women entrepreneurs.

In other aspect, besides the successful male entrepreneurs as compared to women entrepreneurs in Malaysia, the ethnicity of the women entrepreneurs is also become an issue and focus in this study. The government understood that the Malay community's involvement in entrepreneurial activity is still insignificant and the majority are only at the level of small and micro entrepreneurs. (Abdul Razak, 2013).

It is important to realize that the indigenous Malay community represents 63.1% of the total population in Peninsular Malaysia while 61.3% population consists of Muslims as Islam is the main religion in Malaysia. Malays was the predominant ethnic group in Peninsular Malaysia (Population Distribution & Basic Demographic Characteristics Report, 2010). Therefore, Malays was the predominant ethnic group in Peninsular Malaysia which represent the majority of the nation's population and play diverse roles in the Malaysian community as students, parents, educators and professionals in both the private and public sectors. Some even drive local and global businesses as prosperous entrepreneurs in today's competitive environment.

However, as an ethnic group, the Malay race has always been the poorest in Malaysia since the 1957 independence. Ethics and integrity of the Malay community remains an issue to be further investigated within a competitive and global environment. Population and Housing Census 2010, shows Muslim Malays and Bumiputera amounted to 59.7 percent of the total population in Malaysia (Abdul Razak, 2013). Normally, more of Malay women are actively involved in small and medium enterprises and enjoy with great income. Another important dimension that act as the main motivational factors for promoting successful women entrepreneur could be due to the support of family members. The circle of family members that provide supports internally. Mat Rashid et al. (2015) focused the relationship between environmental, family and personal attributed with the success factors among women entrepreneurs. The result from the analysis suggested that each single dimension and all the selected dimensions justifiable to play its role in ensuring the success of women to continuously survive and compete in the business that the women are currently enrolled.

According to the Labour Force Survey Report 2010, Malaysia's overall labour force participation rate in 2010 was 62.7%. However the male participation rate, at about 77%, is much higher than the female participation rate of 44%. Malaysia's female participation rate is the lowest in the Southeast Asian region and well below that of China (68%) although above that of India (29%). Urban-based females in Malaysia have a higher rate of participation (48.5%), compared to their counterparts in the rural areas (41.2%), an indication of more job options for women in the urban areas, but the rate is still low by international standards.

The low female participation rate in the Malaysian labour force is due to, among other reasons, inflexible working arrangements and a lack of appropriate means to allow women to return to the workforce after leaving, for example to attend to family commitments. The benefits to Malaysia's economy from making better use of women's talents by improving female participation in the labour force are potentially very large. The government could institute policies to, among other things, reduce the inflexibility of working arrangements for females, and encourage the setting up of arrangements that make it easier for females to remain in the workforce and to return to the workforce after tending to family commitments.

Malaysian women make 50% of total population of the workforce in Malaysia, but only 15% of the women have their own business enterprise in Malaysia (Rozy, 2009). Although there is no data on number of women that are involved in small business but it can be said that, last few decades women participation in small businesses have increased tremendously and Small and Medium Enterprises (SMEs) are playing major role for the economic development in Malaysia. According to Taib (1999) the opportunities readily available to Malaysia women today were not there more than 24 years ago. As a result, more Malaysia women are engaged in small and medium enterprises which have a favorable impact on regional development of a nation. Despite the rise in women entrepreneurs in Malaysia specifically in SMEs, most of the researches on entrepreneurs are mainly focused on the men entrepreneurs than women entrepreneurs.

In Malaysia, women entrepreneurs are becoming a force to reckon with, particularly in recent years due to the acknowledgement that they are the key contributors to the economic growth of the country. The number of women entrepreneurs in Malaysia has since increased due to the support and guidance provided by the government, private sector and non-governmental organisations over the past decade. According to the latest census, from the 920,624 establishment of businesses in Malaysia (SME: 907,065), only 186,930 was owned by women or equal to 20.6 per cent compared to 126,910 in 2010. There is an increasing by the total number, however, the breakdown by sectors show that women are choosing the low-risk sector compared to other bigger and challenging sector.

Table 2.3 summarize the existing reviews of the Malay women entrepreneurship in Malaysia which showing that most of the studies were qualitative based. Previous study by Rhouse (2013) was mainly focused on the values and identities of Malay women entrepreneurs in Malaysia. However, the study was not testing any of the success factors or personal attribution that lead to the entrepreneurial success of Malay women entrepreneurs.

Table 2.3
Summary of Existing Reviews of the Malay Women's Entrepreneurship Literature

Year/Author	Topic	Methodology
Idris (2003)	Daya saing usahawan wanita Melayu menghadapi cabaran globalisasi	Quantitative
Syahira Hamidon (2009)	The development of Malay entrepreneurship in Malaysia	Mixed Method
Mahmood, Mustapa and Jamaludin (2010)	A Qualitative Study of Successful Malay Women Entrepreneurs in Malaysia	Qualitative
Bustamam (2010)	Entrepreneurial Growth Process of Malay Entrepreneurs-A Malaysian	Qualitative
Yussof et al. (2011)	Faktor Keusahawanan dan Prestasi Kejayaan Usahawan Melayu di Pulau Langkawi , Kedah	Quantitative
Rhouse (2013)	Values and Identities of Women Entrepreneurs : A Study of Muslim Women of Malay Ethnicity in Malaysia	Qualitative
Sidal (2014)	Taksonomi keupayaan usahawan wanita melayu	Qualitative

Even though many Malay women entrepreneurs are success but their achievement are not as achieving by male entrepreneurs because Malay women entrepreneurs still facing few problems that restricting them from reaching the goals (Kasim,2010). There are little empirical research explicitly focuses on Malay women in entrepreneurial endeavours. Therefore, research conducted in the area of small and medium size business could serve as a valuable source of information as most enterprises owned by Malay women fall into this category. In 2003, women's participation in small and medium enterprises was 1,122,000 (Rhouse, 2013).

Few numbers of past researchers studied on the personality and self-characteristics as both are important element in building up an entrepreneurs. Early approaches to study female entrepreneurship involved comparisons of individual characteristics of male and female entrepreneurs. Langan-Fox and Roth (1995) have observed that women entrepreneurs can be classified into three stages of psychological types which namely ; the need achievers, the pragmatic and the managerial entrepreneurs.

According to Rashid et al. (2015) personal attributes of women entrepreneurs shaped by their education. According to Nguyen (2005) most women starts their own business to provide additional flexibility and life balance in managing their traditional responsibilities as wife and primary caretaker of children. Through continuous struggles and battles, there have been many stories of the success of most women entrepreneurs.

2.4.1 Challenges and Barriers

In the past few decades, much progress has been achieved in narrowing the gender gap in Malaysia, as shown in the developments of women's roles, both in absolute and relative terms, in the major socio economic aspects; increasing rates of female labor force participation and productive activities as to strengthened their economic standing, ensuring the participation in education and also in improving their health status (Ahmad, 1998). Khalid Ali (2014) have been studied on the role of Malay women in Malaysian workforce which highlighted the challenges faced to balance triple roles of a mother,home manager and career person.

The emergent role of women in development is highlighted in the Sixth Malaysia Plan (1991). The women dual roles as homemaker and as co-partner for economic productivity are evident in their participation in the workforce and in entrepreneurial endeavors. Their dual role is aligned with the challenge of Vision 2020 which endows on women a challenge for their participation in establishing a competitive and entrepreneurial economy which is self-reliant, outward looking and enterprising (Sarji, 1993).

The challenges and barriers faced by women entrepreneurs are divided into several stages. The first stage is the beginning when the women like to start a career as an entrepreneur until reaching the level of success as an entrepreneur. In addition, women faced the challenge of dividing the tasks as entrepreneur and also managing the household. Levels of female entrepreneurship are also influenced by differences across countries in terms of women's freedom to work and travel due to traditional family and religious norms

(Terjesen & Elam, 2012). Other important institutions which impact female entrepreneurship include equal legal rights, access to education, networks, technology, capital, social norms, values, and expectations. Furthermore, the overall business environment in terms of laws, regulations, and business stability will affect businesses' ability to thrive and grow.

Other than that women entrepreneurs are also left behind compared to male entrepreneurs when entering the corporate culture in their business activities. As to that matter, it is not surprising that women entrepreneurs often fail to move forward and stay in business. Even though the researchers has found out the negative characteristics in the women entrepreneurs but the globalization challenges and space available for the women entrepreneurs in seizing the opportunities created by the current global economy are still remain questionable (Idris, 2003). There are several issues surrounding Malaysian women entrepreneurs such as cultural barriers,lack of spousal support, gender inequality, lack of confidence, weak social and business networking, few laws to support working family, neglected women entrepreneurs in the cottage industry and domestic help and home based childcare (Teoh & Chong, 2014).

Moreover, cultural values becoming a barrier as it limit women entrepreneurs to expose themselves to the business world (Mordiet al., 2010; Piacentini, 2013). This corroborates the Asia Pacific Economic Cooperation (APEC) Project (2013) which reported that cultural norms regarding the role of woman in family and labor practices are perceived as major restricting factors for businesswomen in Malaysia. Although Malaysia is a multiracial country, the Malays (who make up approximately 60 per cent of the total population of 28.66 million) still stress the traditional roles of women so do the other ethnicities such as the Malaysian Chinese and Indians. In fact, the traditional roles women are still emphasized upon in many parts of the Asian countries.

Accordingly, women are expected to be conservative, prudent and attentive. In a traditional society these traits work wonders when women are at home where taking care of children and performing household duties are considered as their core responsibilities (Pandian, Jesurajan, & College, 2011). Related to the cultural barrier is the lack of spousal support. Women entrepreneurs experience unique difficulties and problems which limit their economic performance and jeopardise their personal feelings of achievement and satisfaction. One of the unique problems is balancing the conflicting role demands of work and family. As a matter of fact, this factor has been mentioned to increasingly detract women entrepreneurs from satisfaction and well-being as business owners(Parasuraman, Purohit, Godshalk, & Beutell, 1996).

As mentioned above, Roddin et al.,(2011) also agreed that work–family conflict is one of the major reasons why women entrepreneurs fail in conducting their businesses. This conflict often happens particularly amongst home-based businesses where there is a lack of support from spouses (Schoff, 2012) due to over commitment of work than with family (Hashim et al., 2012). The situation is expected to worsen as the number of micro-enterprises grows (Selamat et al., 2011) in the country.

The literature on organized social life shows that women are significantly segregated from men in much of their non-work life (Aldrich, 1989). All these literatures suggest that women entrepreneurs may pursue different paths to business formation and operation than men (Aldrich, Reese, & Dubini, 2013).Culturally, women are considered less capable than men and therefore they are seen of not deserving the same opportunities. This is especially true for single mothers where their involvement in entrepreneurship is often prejudiced because of the perceived lack of formal education in management and other business skills (Roddin et al., 2011). To overcome this issue, the Ministry of Women, Family and Community Development is targeting to produce more women entrepreneurs who are able to earn more than RM3,500 (USD1,143) per month (The Star Online, 2010).

Although many women are increasingly being employed today, the view of such employment ought to be distinguished from those who run their own businesses A women entrepreneur who is expected to manage the home front and, at the same time, oversee her company would certainly face conflicts and may, at times, be pulled in different directions (Amran & Che Ahmad, 2010). Moreover, males are seen to be risk-takers compared to their female counterparts. Additionally, men are seen to be more competitive, aggressive, have larger networks, more supportive and are able to face competition. Because of this, there is a general perception that men tend to outperform women in business. This is perhaps one key reason which may have pulled Malaysian feminists off to actively involve themselves in the business arena. Many women entrepreneurs show greater concern on family matters if they have an opportunity to expand their businesses.

From the gender perspective, women in Malaysia tend to display lower perceptions of capabilities, opportunities and intention. Although both men and women are similarly motivated by opportunity than necessity as the primary motive in setting up business ventures, the fear of failure rate amongst Malaysian women entrepreneurs is higher than men as they lack positive attitudes about their own personal capacities (Kelley et al., 2011). This is reinforced by a report in the Malaysian Business (2013) which notes that amongst the key factors holding women back from entrepreneurship are lack of skills and confidence in entrepreneurial abilities and hence the fear of failure.

Next challenge is the lack of social networking and ties. Systematic networking plays a vital role in providing entrepreneurs with a variety of information sources which assist them to accomplish their goals (Ripolles and Blesa, 2005; Welter and Kautonen, 2005) and enhance the participation of women in entrepreneurship (Ahmad and Naimat, 2010). Evidence suggests that networks are important not only to make connections with other business owners but also to impart skills and knowledge related to running a business effectively (Hisrich and Brush, 1984).

Moreover, Malaysian women have lesser personal contacts with other entrepreneurs. Because of this, women are less likely to venture into entrepreneurship. Without a strong social and business networking, many women entrepreneurs face financial, socio-cultural and legal barriers to scale up their businesses. As a result, they fail to compete and grow in business. Half the women were not able to cope with competitive pressure due to the small size of the business and the weak bargaining power. They are also susceptible to threats that could jeopardize their business.

According to Hamidon (2009), there are twelve common factors that being the reason the the lack of development of Malay Entrepreneurship in Malaysia. These include the negative attitudes and mindsets of Malays. Other than that, the attitude or the mentality to get rich in an easy and quick way, the inclination to spend excessively on consumption goods and personal pleasures, the lack of effort to develop a competitive spirit or to seek business opportunities, the over-dependence on the government for support and assistance, the lack of confidence to venture into more profitable and bigger businesses and the retention of the traditional practice of considering land as a hereditary asset rather than as collateral for business financing.

The stereotypical views that women entrepreneurs cannot balance their career and family seem to persist. This perspective is especially prevalent in many Malay novels that portray women engaged in professional or managerial positions. According to Hashim et al.(2012), the stereotypical views that women entrepreneurs cannot balance their career and family seem to persist especially in many Malay novels that portray women engaged in professional or managerial positions. Successful Malay Muslim women, would have seem difficulty in maintaining their marriages if they are overly commited to their work (Yen Teoh & Chong, 2014).

As long as the society continues to emphasise a woman's basic role as that of mothering, working women will face role struggles. Many married women entrepreneurs have to assume multiple roles in the family in addition to their careers such as responsibility towards the household chores and childcare. These responsibilities give rise to work-family conflict which becomes obstacles in managing their business (Kim & Ling, 2001). The dilemma of work and family can be serious for women entrepreneurs as they are responsible for the success of their own entreprises. Women experience work-family conflict because they have to manage both work and family roles simultaneously, whereas men can delegate their family responsibilities to their wives and concentrate fully on their career (Kim & Ling, 2001). Table 2.4 summarize the literature review on challenges and barriers of women entrepreneurs.

Table 2.4
Literature Review on Challenges and Barriers of Women Entrepreneurs

Year/Author	Title	Population/Area	Findings
Ghouse, Mcelwee, Meaton and Durrah (2017)	Barriers To Rural Women Entrepreneurs In Oman	Rural women entrepreneurs in Oman. 57 responses to a semi-structured questionnaire and face to face qualitative interviews with ten women entrepreneurs.	Discussed using the three dimensions of entrepreneurship identified by Wenneker and Thurik (1999) -conditions leading to entrepreneurship -characteristics of entrepreneurship -outcomes of entrepreneurship.
Mustapha and Subramaniam (2016)	Challenges and Success Factors Of Female Entrepreneurs: Evidence from A Developing Country	Ten female entrepreneurs from small and micro scale businesses in Selangor. Interviews were conducted with ten successful female entrepreneur who have been in business for at least 1 year	The interview results appear to indicate that support from family members is important and contribute to the sustainability of the business. The most challenging is insufficient/lacking of

Table 2.4 (continued)

			financial support especially during the early start of the business.
Ramadani (2015)	The Woman Entrepreneur in Albania : An Exploratory Study on Motivation , Problems and Success Factors	Women entrepreneurs in Albania	-Difficulty in establishing a balance between family and work. -problems due to finance -insufficient time in order to enhance skills through various training sessions. -problems in creating high-quality contact networks that would enable them to successfully run their business. -Problems in the collection of quality information are identified -lack of self-confidence
Ilhaamie, Arni, Rosmawani and Al-banna (2014)	Challenges of Muslim Women Entrepreneurs in Malaysian SMEs	Questionnaires were distributed to 250 Muslim women entrepreneurs in Malaysian SMEs	-lack of finance -lack of demand -location problem
Loveline et al. (2014)	Women Entrepreneurship in Malaysia : An Empirical Assessment of the Challenges Faced by Micro and Small Business Owners in Kuching-Sarawak	The population of this study is mainly Sarawak women entrepreneurs through the interviews and observation.	The issue of labor burden The issue of limited Access to Financial Resources The issue of Limited Access to Markets The issue of Low Education and Training The issue of Less access to Networks The issue of Unfavorable Government Policies -intense competition -excess family responsibility -unreliable suppliers -credit management -inability to employ skilful workers.

Table 2.4 (continued)

Alam et al. (2012)	An Exploratory Study of Women Entrepreneurs in Malaysia: Motivation and Problems	194 Malaysian women entrepreneurs who were randomly selected from a list of Federation of Women Entrepreneur Associations in Malaysia	-greater responsibility -inability to obtain financial loans for start-up and purchasing -inability to acquire location for the enterprise -inability to spend enough time with family -stress due to heavy work

2.5 ALERTNESS, SELF-EFFICACY AND SOCIAL NETWORKING

2.4.1 Concept of Alertness

Alertness is a fully aware and attentive; wide-awake; keen. Alertness is *an attitude of vigilance, readiness, or caution, as before an expected attack*. It is also a situation in which one has a higher level of sensory awareness and is sensitive to his or her environment and acts quickly and sees things in good or bad terms (Thesaurus of the English Language,1995). Alertness is a sign of an open mind and related to psychology as well as to physiology. Other than that, alertness also defined as a lively attentiveness or process of paying close and continuous attention *(*WordNet 3.0, 2003). It is the process of paying close and continuous attention. Alertness is a place of consciousness where one is alert and ready to respond to stimuli, versus when one is unaware or tired with regard to neurology, a large amount of cortical response stemming from elicitation of the reticular activating system. However in this study, the concept of alertness are close to improving one self in achieving or to be close to the goals of life. Alertness is to fulfill the life's obligation and fulfill the priorities in life.

Entrepreneurial alertness defined as an individual's ability to notice opportunities that are not recognized by other people (Kirzner, 1979), has been identified as a major factor influencing the way opportunities are recognized and exploited by entrepreneurs.There was uniform agreement across multiple measures that the highly successful entrepreneurs perceived themselves to be particularly alert to potential opportunities (Shradder & Hills, 2003). As alertness is one of the open mind and curiosity in seeing the world, it taking oneself to move forward, with no doubt and fear. Self-alertness, drag someone to become more confident to do the action plan. Arie (2010) have studied the differences between alertness and awareness in entrepreneurship.

Entrepreneurial alertness is in the first phase of entrepreneurship process which is the prelaunch or opportunity identification phase as the entrepreneur identifies viable and feasible business opportunities (Frese & Gielnik, 2014). In other meaning, entrepreneurial alertness is well connected with the opportunity and as considered by many researchers, opportunity recognition, evaluation, and exploitation is the heart of entrepreneurship (Shane & Venkataraman 2000; Zahra, 2008). In other perspective of alertness, Gaglio (2000) promotes Kirzner's theory by maintaining that this alertness is a matter of the ability to perceive correctly the signals of change, and that this ability will determine the quality of the decision made.

While awareness including resources and examples such as need for achievement (McClelland, 1961); willingness to bear risks (Brockhaus & Horowirtz, 1986); self-efficacy (Chen et al, 1988); internal locus of control and tolerance to ambiguity (Begley & Boyd, 1987). In the study, Arie (2010) found out that the establishments of a new venture will depend on the existence of these two traits: alertness and awareness. Without the alertness, entrepreneurs will not discover opportunity and without awareness, the entrepreneurs will not have the power to put his discovery to work.

Table 2.5
Developing views of Alertness

	Early Kirzner	**Later Kirzner**	**Recent Developments**
Role of markets	Disequilibrium gaps to be identified	Adjustments of opportunities to fit the market	Opportunities emerge from macro changes
Role of knowledge and pre-existing conditions	Helpful to the extent that it triggers the Aha moment	Prior knowledge can be expanded to further pursue opportunities	Prior knowledge and information processing inform observations and feasibility assessment.
Alert scanning and search	Passive: a unique prepardness	Passive and active: pursue specific opportunities	Cognitive capacity (e.g. creativity, intelligence) and personal fit
Alert association and scanning	Lying dormant waiting to be identified	Still lying dormant but room for creativity and further development	Initial insights heighten sensitivity and can produce further search and processing
Alert evaluation and judgement	Largely unadressed, assumed that entrepreneurs would act on opportunities	Evaluations of opportunities can evolve over time	Combining beliefs/insights and desires for a judgement on venture prospects; distinction between first and third person opportunities.

Source : primarily drawn from McMullen and Shepherd (2006) and Baron (2006).

Table 2.5 shows the developing views of alertness that primarily drawn from McMullen and Shepherd (2006) and Baron (2006). As mentioned previously, alertness also enable the individual to react and choose certain opportunities from the environment and awareness will be based mainly on the ability of the individual to evaluate the chosen opportunity. In this study, the concentration and definition of alertness is focusing on Entrepreneurial Alertness. Kirzner (1973, 1979) has offered a theory of entrepreneurial alertness that posits an environment of ongoing economic *disequilibrium* held in bounds by the continual efforts of entrepreneurs to fill in the discontinuities through discovery and exploitation of opportunity for personal gain which is a concept upon misses in Human Action Theory.

Entrepreneurship is the process of first, discovering, and second, acting on a disequilibrium opportunity. The term discovering is somewhat misleading, since in intertemporal markets, the opportunity does not yet exist to be discovered. Instead the entrepreneur has to imagine or speculate about the market values (prices) of goods and resources in the next periods. In the process of foreseeing the future market values the entrepreneur might create a whole new class of goods that does not yet exist. Still, his or her vision involves not so much the invention of a new product as the foresight that the new product will command a price greater than its total cost.

Several studies have been conducted on the recognition of opportunities in the business industry. Alertness is very necessary and is a major process that needs to be addressed by an entrepreneur (Michael et al., 2009). Research conducted by Hansen, Shrader, and Monllor, (2011), states that opportunities should be recognized, identified, or created. Recognition of opportunities among women is influenced by two factors of self-perception and personal ambition.

The first scholar to try to understand this phenomenon (although not the first to use the term) was Kirzner (1979) with the idea that entrepreneurship is based on the spontaneous learning which grows with the awareness of the entrepreneurial vision. Kirzner based his theory on the presumption that every market is in a state of disequilibrium, and is looking for ways to minimize this disequilibrium and move toward some kind of balance. This is a situation that creates a favorable climate for entrepreneurship by pushing toward solutions that might produce this balance.

2.4.2 Concept of Self-Efficacy

Self-efficacy were first introduced by Albert Bandura in 1977 by his publication in Psychological review article titled: *"Self-efficacy: Toward a Unify Theory of Behavior Change"* (Maddux, 2000). Self-efficacy is a matter of individual perceived ability to overcome the special situation in relation to the assessment of ability to perform an action that has to do with the specific task or a specific situation. Self-efficacy is derived from social learning theory, which emphasizes the mutual causal relationship between environmental factors and personal factors that are interrelated (Norwich, 1987).

Self-efficacy is explained in terms of psychological function in environmental events, personal factors in form of cognitive, affective, biological variables, and behavioral patterns. The self-efficacy concept introduced by Albert Bandura is part of the social cognitive theory which included in the social learning theory known as a large and broad theory. This Social Cognitive Theory was introduced by Bandura to complete the two theories introduced by previous researchers, namely the role of state theory and the motivational theory due to the fact that the principles conveyed did not achieve satisfaction and purpose. Self-efficacy is a personal factor that mediates or mediators in the interaction between behavioral factors and environmental factors.

Self-efficacy can be a critical success and execution of work performance. Self-efficacy also greatly affect the mindset, emotional reactions, in decision-making (Mujiadi, 2003). Nevertheless, self-efficacy is believed to be the predictor of skills to succeed in a variety of forms of performance (Okech and Harrington, 2002).According to Albert Bandura's (1986) self-efficacy is an individual subjective judgments on its ability to organize actions required to complete special tasks at hand. Self-efficacy is not directly related to the skills of the individual, but on self-assessment of what can be done than what can be done, without relating to its competence. The basic concept of the theory of self-efficacy is the belief that the problem on each individual has the ability to control their thoughts, feelings and behavior. Thus, self-efficacy is a matter of subjective perception. This means that self-efficacy does not always reflect the actual ability, but with the confidence of the individual (Bandura, 1986).

Brehm and Kassin (1990) define self-efficacy as an individual's belief that he/she is able to perform specific actions required to achieve the desired outcome in a situation. Baron and Byrne (1997) defines self-efficacy as an evaluation of a person's ability or competence in performing a task, achieve goals, or solve a problem. Notions that provide an understanding that self-efficacy is the assessment of the individual's subjective belief in her ability to perform tasks, solve problems, and perform the required actions to achieve specific results.

Bandura (1997) states that self-efficacy can be obtained, learned and developed from four sources of information. Where basically it is the fourth stimulation or events that can provide inspiration or generating positive arousal in order to complete the task or problem at hand. It refers to the concept that the positive understanding will increase the self-efficacy (Bandura, in Lazarus et al, 1980).

Self-efficacy can be increased by making the effort to manipulation by these four points. In other words, this source of points can help the growth and development of the individual self-efficacy.

The four sources of self-efficacy by Bandura (1997) are:

i. Enactive attainment and performance accomplishment (experience success and achievement), which is a source of self-efficacy expectations are important, because based on individual experience directly. Individuals who have received an achievement, will be encouraged to increase confidence and assessing the efficacy of himself. Experience silane individual success enhances perseverance and tenacity in overcoming difficulties, thus reducing failure.

ii. Vicarious experience (the experience of others), which is observing the behavior and experiences of others as individual learning process. Through this model can increase the efficacy of the individual, especially if he feels has the ability to match or even feel better than the person who is the subject of study. It will have a tendency to feel that they can do the same.Increased self-efficacy can increase the motivation of individuals to achieve a performance. Increased self-efficacy will be effective if the subject is a model that has many similarities with the characteristics of the individual model, the same level of difficulty of the task, the similarity of the circumstances, and the diversity achieved by the model.

iii. Verbal persuasion (verbal persuasion), that individual gets persuasion or suggestion to believe that it can solve the problems that will be faced. This verbal persuasion can lead individuals to work harder to achieve the goals and success. However, the efficacy of self-grown by this method usually does not last long, especially after experiencing a traumatic event individu unpleasant.

iv. Physiological state and emotional arousal (physiological and psychological condition). Emotional condition stressful situations can affect self-efficacy. Emotions, shock, deep anxiety and poor physiological condition experienced by the individual will be perceived as a signal to the unwanted event occurs, then the situation will tend to suppress and threaten avoided.

This research is primarily focused on self-efficacy, or the beliefs regarding one's capabilities of successfully completing tasks or goals. According to Bandura (2005), social cognitive theory takes on an argentic perspective to change, development and adaptation. Bandura describes an agent as someone who intentionally influences one's functioning and life circumstances; "*In this view, people are self-organizing, proactive, self-regulating, and self-reflecting. They are contributors to their life circumstances not just products of them"* (Bandura, 2005, p 1). Self-efficacy beliefs are an important aspect of human motivation and behavior as well as influence the actions that can affect one's life.

Regarding self-efficacy, Bandura (1995) explains that it "*refers to beliefs in one's capabilities to organize and execute the courses of action required to manage prospective situations"* (p. 2). More simply, self-efficacy is what an individual believes he or she can accomplish using his or her skills under certain circumstances. Self-efficacy has been thought to be a task-specific version of self-esteem. The basic principle behind Self-Efficacy Theory is that individuals are more likely to engage in activities for which they have high self-efficacy and less likely to engage in those they do not. According to (Bandura, 1977), people behave in the way that executes their initial beliefs; thus, self-efficacy functions as a self-fulfilling prophecy. Someone with a strong efficacy beliefs, will be relatively resistant to the disruptions in self-regulation that can result from difficulties and setbacks, and will persevere. Perseverance usually produces desired results, and this success then increases the sense of efficacy.

Other than that, self-efficacy solving problems and making decisions influences the efficiency and effectiveness of problem-solving and decision-making. When faced with complex decisions, people with confidence in their ability to solve problems use their cognitive resources more effectively than do those people who doubt their cognitive skills (e.g., Bandura, 1997). Such efficacy usually leads to better solutions and greater achievement. In the face of difficulty, if someone have high self-efficacy, she/he will likely to remain task-diagnostic and continue to search for solutions to problems. If someone's self-efficacy is low, however, he/she more likely to become self-diagnostic and reflect on the inadequacies, which detracts from the efforts to assess and solve the problem (Bandura, 1997).

The literature is filled with many definitions of self-efficacy. (Wood & Bandura 1989 ; Bandura, 2012), for example, defines it as 'self-belief in one's capabilities to exercise control over events to accomplish desired goals'. Besides, self efficacy belief affects the quality of human functioning through cognitive, motivational, affective, and decision process. While Omrod (2006) perceives it as the belief that one is capable of performing in a certain manner to attain certain goals, on an almost similar note, Steinberg (1998) looks at it as a person's belief about their capabilities to produce designated levels of performance that exercise influence over events that affect their lives.

More specifically, this concept is referred as a judgment about one's ability to organize and execute the courses of action necessary to attain a specific goal. According to (Noe, 2010) a high person will put effort to learn training program and more likely to learn even not conducive learning environment (e.g., noisy training room). In contrast a person in a low efficacy is more likely to withdraw psychologically and/or physically in an effort to learn. Studies on self-efficacy is abundant. Research indicates that individuals higher in self-efficacy has strong beliefs in their task-related capabilities and set more challenging goals than individuals with lower self-efficacy (Bandura, 1986). The concept has been linked with higher levels of learning, persistence, effort and achievement (Schunk, 1996, 1989). There are also claims that higher self-efficacy level leads to successful training performance (Stevens and Gist, 1997).

With respect to the influence of gender variations, some studies found that boys tend to have higher self-efficacy and expectancy beliefs than girls about their performance (Pajares, 1999). Specifically, boys were found to have stronger ability and interest in mathematics and science, whereas girls have more confidence and interest in language arts and writing (Meece et al. 2006). Further, it was suggested that gender could be moderated by ability, ethnicity, socioeconomic status, and classroom context. In a study by Pajares and Valiante (2001), it was reported that middle school girls had higher writing self-efficacy than boys, even though there were no gender differences in actual writing performance. Meece and Jones (2001) reported that boys have more efficacy beliefs than girls in science-related subjects while Anderman and Young (1994) reported that girls have more learning focused and less ability focused on science

2.4.3 Concept of Social Networking

Social networks embed people within larger communities, which yields a sense of belonging, trust in others, and the capacity for collective action. Information about new entrepreneurial ideas could be obtained through networking activity. Social networks embed people from within larger communities, contains chains of persion in which that develop networking. The networking could provide support through their chains of networking and fruitful for some situations.

Social networks are divided into informal networks which consists of family, relatives, friends and acquaintances while in other hand formal business networks are such as government, suppliers, customers, distributors and competitors.The low growth resources of women entrepreneurs usually use the informal social networks (Kim & Sherraden, 2014) and in contrast, women entrepreneurs who use more formal social network tend to gain a high growth resources.

Networking is important as it involves the relationship between one individual and another. Social networks are the aggregate of norms, networks and individual social relationships that lead to a co-operation to achieve a goal, helping each other or even to achieve mutual benefits. Aldrich (1989) found that women tend to develop more strong ties consisting of family and friends rather than business networks. Thus, this cause the limiting access to entrepreneurial resources such as information, advice, and financial support.

In entrepreneurship, networks focus on social processes which influence social structures which make mobilization easier (Greve, 1995). There are different social networking relationships in organizations such as networks in family owned and non-family owned organizations (Acquaah, 2011). Size of social network refers to the number of individuals in the network and its composition refers to the degree to which network is made up of either family members or friends (Allen, 2000).

An individual must take an interest in gaining access to wide variety of different sources of information which help to develop the business tactics (Wright, 2008). Social networking refers to friendliness and desire to interweave the relationship with other entrepreneurs which provides access to strategic resources needed to develop, maintain and contributes to the growth of the business. Aldrich (1989) found that women tend to develop more strong ties consisting of family and friends rather than business networks. Thus, this cause the limiting access to entrepreneurial resources such as information, advice, and financial support.

Hampton et al. (2009) studied on the networks of women business owners and found out that diverse network ties are able to make connections and access information that may otherwise be inaccessible. While there are numerous benefits to networking, it is not without its challenges. Miller et al. (2007) found out that membership in a networking organization does not guarantee that strong connections will take place. Networking is one of the most essential personal skills for business people, but it is extremely important for entrepreneurs.

The strong presence and communication in the entrepreneurial activity strengthen up the relationships among the entrepreneurs from different age groups, nationality and fields of interest.The high chances of meeting the potential investors are there as the business networking events that organized around the world bring together extraordinary groups of highly-skilled and talented entrepreneurs who are united around the idea of communication, sharing, creating and developing ideas. This kind of event attracting people from different levels and background which they are also looking for the connection, advice, opportunities and mentors. Through social networking, the entrepreneurs get inspired and motivated after specific events or meet ups where the entrepreneurs could approaching and presenting their company and creating the fundamentals for potential business relationship.

The previous review of the few studies linking networks and networking behavior to performance have provided inconsistent results. Thus, little conclusive evidence has come forth as to the potential of personal networks in stimulating growth. This is not altogether surprising since there is a wide variation in context, in the measurement of networks, in sample frames, and in the measurement of performance. Overall, however, the findings would lead us to expect that time spent nurturing and developing a broad range of contacts in the evolution of the business to be positively related to performance (Ostgaard & Birley, 1996)

2.4.4 The Influence of Alertness towards Woman Entrepreneurial Success

There was uniform agreement across multiple measures that these highly successful entrepreneurs perceived themselves to be particularly alert to potential opportunities. Shrader and Hills (2003) agreed that alertness is a critically important element of opportunity recognition which strongly lead to success Alertness is a critically important element of opportunity recognition because without it, potential entrepreneurs could find themselves surrounded by stimuli that might otherwise spark ideas for new businesses, but never perceive those stimuli. (Shrader & Hills, 2003).

Alert entrepreneur find imbalances that occur as a result of environment dynamics. Imbalance can occur at current prices which can be exploited for financial gain and the new product or a superior production process and steps to fill this market gap before others do.Meanwhile, complexity environmental is related to a number of external environment factors that requires company to conduct an analysis to such factors because higher environment complexity increases uncertainty and to achieve this required entrepreneurial alertness. The more elements and more differ between these elements indicate higher complex environment. Thus, entrepreneur’s alertness to complex environment can find opportunities quickly, without a long search, can create new ideas in business which in turn can increase performance.

Kirzner called the state of mind that enables the hunch, or the spontaneous learning, alertness. Kirzner (1985) emphasized the aspect of spontaneity in discovery.This approach found more support from (Hamilton & Harper, 1994) who contends that entrepreneurship is spontaneously learnt or acquired by the entrepreneur, without deliberately searching for the information gaps that lead to the emergence of opportunities. Figure 2.3 is the Model of entrepreneurial success from the alertness components. The components of alertness are divided into three namely the scanning and search ; association and connections and; evaluation and judgement.

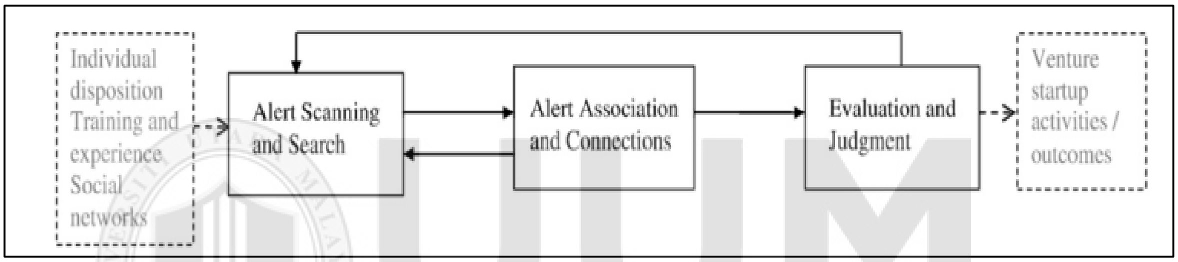


Figure 2.3
Model of Entrepreneurial Success

Gaglio (2000) promotes Kirzner's theory by maintaining that this alertness is a matter of the ability to perceive correctly the signals of change, and that this ability will determine the quality of the decision made. Entrepreneurial success as a concept has evolved through history. Success could be measured by the profits of the entrepreneur, employment created by the entrepreneur and the survival period of the firm (Bosma et al., 2000). The Female Entrepreneurship Index (FEI) results distill the most important issues for policy makers, governmental officials, and other decision makers who are interested in improving the conditions for high potential female entrepreneurship development.

Quality of entrepreneurial alertness in seeing opportunities from environmental complexity can generate profits that previously not exploited. This is supported by opinion of Mc-Arthur (1991) that quoting opinion from some researchers that environment can affect company performance. Entrepreneurial munificence has a strong relationship to entrepreneurial alertness (Tang, 2008) as indicated by opportunity continuation.

Thus, based on the literature, it is hypothesized that ;

H1 : There is a significant relationship between alertness and success of Malay Women Entrepreneurs

2.4.5 The influence of Self-Efficacy towards Women Entrepreneurial Success

The subjects of mentoring and self-efficacy have been studied, individually, for many years. However, very few studies have been conducted on these constructs as primary variables in a business setting with Malay women entrepreneurs. Self-efficacy has influence over people's ability to learn, their motivation and their performance, as people will often attempt to learn and perform only those task for which they believe they will be successful (Lunenburg, 2011). The basic premise of self-efficacy theory is that people's beliefs in their capabilities to produce desired effects by their own actions (Bandura, 1997) are the most important determinants of the behaviors people choose to engage in and how much they persevere in their efforts in the face of obstacles and challenges. (Maddux, 2000).

The social cognitive theory has also emphasized the role of self-efficacy as mediating mechanism in performance (Bandura 1986). Some other entrepreneurship researchers have investigated the mediating role of self-efficacy in several entrepreneurship research (Hmieleski & Corbett, 2006; Zhao *et al.*, 2005; Markman, Baron, & Balkin, 2005; Krueger *et al.*, 2000) but in this research, self-efficacy is implement as an independent variable. In this research, researcher will test the relationship between self-efficacy and success of Malay Women Entrepreneurs because according to Okech and Harrington (2002) self-efficacy is believed to be the predictor of skills to succeed in a variety of forms of performance.

It is not a fault for a business person to become confident. However, too much of it or too little can be a grave concern: Furr, (2012) calls it setting their trap. Contrary to this profound conclusion, a study by Hayward, Shepherd, & Griffin, (2006) hypothesizes that in some instances overconfidence has helped enhance entrepreneur's self-efficacy by enabling them to get a good feeling of starting and achieving what they could not have otherwise. Other studies indicate that confidence levels are quite low among women in business. Specifically, the most recent *Global Entrepreneurship Monitor* postulates that globally most women have shown decreased levels of confidence (The White House Washington, DC), 2014). The women entrepreneurs also have inadequate preparedness in their ability to succeed as entrepreneurs. In any business, gender, is an issue that requires thoughtful insight.

The belief in self to succeed beyond the current state, or self-efficacy, is a precursor to success as an entrepreneur (Zhao, Seibert, & Hills, 2005). Belief in one's ability to succeed, as an entrepreneur, can be as important as one's skills and technical abilities. Self-efficacy is such a dominant factor in entrepreneurial success that future entrepreneurs that believe they can start a business and succeed are more likely to do so than those that do not believe (Arora, Haynie, & Laurence, 2013). This is equally true on women entrepreneurs.

Women entrepreneurs often struggle with self-esteem and self-efficacy. This is due in part to the many challenges faced by women entrepreneurs. Challenges include financial struggles, limited managerial experience, and risk aversion (Stefanović & Stošić, 2012). These challenges, coupled with balancing work and family often diminishes the self-efficacy of women entrepreneurs. Self-efficacy beliefs influence self-regulation in several ways. First, self-efficacy influences the goals we set. The higher the self-efficacy in a specific achievement domain, the loftier will be the goals that set up in that domain.

Therefore, the hypothesis as below is developed ;

H2 : There is a significant relationship between self-efficacy and success of Malay Women Entrepreneurs.

2.4.6 The influence of Social Networking towards Women Entrepreneurial Success

Successful people develop a wide span of connections across areas where they desire to exert influence and know on how to make the connections count. Social networking provide entrepreneurs very useful resources to run the business. According to Greve and Salaff (2003), networks have several useful properties for entrepreneurs that help in performing entrepreneurial activities as entrepreneurs need information, capital, skills and labour (Chattopadhyay, 2008). Chattopadhyay (2008) found out that success rate of entrepreneurs is the highest during the established phase.

Buordiew in 1985 developed the Social Networking Theory later it was proved by Coleman in 1990 and executed by Portes in 1998. Social Networking Theory is the ability of group members to receive economic benefits from social networks, and gain access to resources affecting their social interactions, as it relates to other members of the group as stated by Portes in 1998.

The emphasis from social networks is the ability of group members to access existing or potential resources, such as information. Women entrepreneurs are in need of support from their partner as according to Buttner and Moore (1997) found that couples are an important part of the support network of women entrepreneurs and partner support is the main asset for women entrepreneurs. While Martinez and Aldrich (2011) reported that networks have influence in entrepreneurial impact such as survival and profitability.

This is due to the unique characteristics and the resources within the network (Seibert et al., 2001). As such, social networks could realize much benefit through increased collaboration and better communication (Hassan & Mugambi, 2013). Various definitive measures have been developed for social networks generally, from the classical to the contemporary authorities. Nahapiet and Ghoshal (1998) measured social networks in three dimensional domains such as structural, cognitive, and relational dimensions. Seibert et al. (2001) looked at social networks in terms of resource approach which showed the nature of resources embedded within a network. Koka and Prescott (2002) defined social networks in terms of information diversity, information value and information richness.

However, recent studies (Khan et al., 2013; Kim & Sherraden, 2014; Tata & Prasad, 2008; Wu, 2008) have dwelt more on the structural dimension of social networks on enterprise performance in terms of group characteristics and dynamics such as network diversity, density, composition, size, and relationship strength. Therefore, this study examined social networks on Malay women entrepreneurial success according to Tata & Prasad (2008) in terms of network diversity, network size, and relationship strength or bonding because network density, composition and diversity are synonymous.

The spouse is an important part of the women entrepreneurs' support network and spouse support is a major asset for women entrepreneurs (Buttner & Moore, 1997).Martinez and Aldrich, 2011 reported that networks have an influence in entrepreneurial consequences like survival and profitability. According to Greve and Salaff (2003) women use their kin to a larger extent than men and even more than men when they take over on existing firm.

Women sometimes feel the need to communicate with others who understand and know what they are going through. This can be done through social networks like groups of other women entrepreneurs who regularly get together to discuss and share their problems and views. Although establishing an effective network among women entrepreneurs are not an easy task in men dominating societies, this network helps to make members feel like a part of the group since they know that everybody else has possibly been through the same experience. In addition to that, it is a good way to brainstorm and generate ideas for their businesses to grow and develop.

In a study conducted by Lene Foss (2010), there was no major difference in the network between women and men entrepreneurs. However, there are also researches that suggest that gender-based studies need to be implemented by relevance in social networking activities.There is a study that found out five hegemonic statements which summarize as :- entrepreneurs are really using their social networks strategically for both sexes, women are at disadvantaged as the networks are not as broad and effective compared to the men entrepreneurs, having a weak social relationships cause the success of the male, the strong relationships are the weakness of women as women are naturally having a strong relationship in her social network, especially with family and friends.

For instance, while high entrepreneurial performers show a high degree of density of relationships and develop in-depth interactions with current major suppliers, customers and close relatives, low entrepreneurial performers reveal the opposite pattern. In their paper also shows the relevance of social network analysis as a potential tool for researchers and managers. A key contribution of network analysis is that it allows analysing the structural patterns of connected systems. Future research opportunities include cross longitudinal analysis to study different entrepreneurial performance ventures, over time. The network approach enables examination of network power shifts and identification of opportunities.

Lene Foss (2010) clarified how a gendered analysis of entrepreneurial networks may benefit by the use of a constructionist (post-structuralize) perspective. The paper makes use of a discourse analysis: first, the paper reviews a selection of empirical research articles from 1980 to 2008 on gender and networks in entrepreneurship research in order to convey the main research question, the hypotheses, the methodology and the main findings. Second, the paper identifies in a broader literature the hegemonic statements that characterize the discourse of gender and networks.

Finding from the studies reviewed is that there are no major differences in the networks of female and male entrepreneurs. Research on the significance of gender for entrepreneurial success indicates that there is probably more variation within than between sex categories with regard to network activities. This may be an indication that empiricist feminism and standpoint feminism have outplayed their role as approaches to the study of gender and networks in entrepreneurial settings.

The discourse analysis reveals five hegemonic statements: entrepreneurs use social networks strategically, women are disadvantaged compared to men and therefore cannot network effectively, weak ties are the source of men's success; strong ties are women's drawback and, finally, women are inherently relational.

A number of researchers argue that entrepreneurs who invest time and energy into their social networks achieve better results (Johannisson, 1986; Rush et al., 1987), although Filion (1990) argues that networking must also be considered as part of a wider process which includes the 'know-how' of entrepreneurs and their vision (Harrison & Leitch, 1994). Entrepreneurs differ according to the size and type of social network that they can call on to supplement their expertise and knowledge etc., and the way in which they use and develop this network. Social networks may improve the likelihood of success in a number of ways at different stages of the development of the business.

Networks provide entrepreneurs with opportunities to gain information from a wide variety of sources, to test out their existing ideas, to get referred to appropriate specialists by their contacts (with a high probability that the specialist will take extra time to see them due to the mutual contact), to gain moral support and to gain the use of others who have an interest in the entrepreneur's welfare (Birley, 1985; Dubini & Aldrich, 1991; Birley et al., 1991; Hutt & Hook, 1988).

As the entrepreneur has limited time and money, particularly in the pre-start-up and early stages of development, it is difficult for them to access resources so the network provides both resources and reduction in risk through using known contacts, and by creating suitable relationships the entrepreneur can get direct access to the factors of production and the market. Johannisson (1986) argues that personal networks are a major asset to the potential entrepreneur to develop the individual character which the entrepreneur is trying to impose on his business. Networks are a means by which potential entrepreneurs can choose the environment within which they wish to operate and select the people on whom they can depend - in this way entrepreneurs can defend their independence and authority.

Interestingly, social networks may not be important for actually generating new ideas for businesses but rather useful for testing ideas. It is important to distinguish different phases of the development of the business, as alternative networks may be used at different stages or the same network used in different ways.Birley (1985) also found that when the entrepreneur needed to secure professional advice, particularly for funding, they turn to formal sources of support. A major problem with the start-up businesses is getting funding, and it may be that inadequate networks prevented entrepreneurs from securing the most suitable sources of finance in that a lack of informal contacts may have precluded the establishment of mutual trust which could form another barrier to funding.

Curran et al. (1993) argue that networks are of limited practical use to small business owner-managers. They suggest that while networks may give useful moral support and provide contacts with the wider environment, they are much more limited than notions of `networking' would imply. However, this may be explained by the stage of business, with social networks being most significant in the 'pre-start-up' or 'start-up' phases. Also, networks may operate differently in different economic, social or cultural contexts that make up different regions or nations.

Lutz (2014) was studied the role of networking in the success of women-owned business in Virginia. In her study, interviews were conducted in person to twenty women business owners. From her research, she found out that participant interview responses suggest that networking greatly contributes to the success of women owned businesses. The result of the study show that networking plays a significant role in the success of women owned business in Virginia. She also recommended further research to examine the role of networking on the success of women business owners in other population.

Networking activity is very similar within each country.However, the sex composition of networks differs dramatically by sex in both countries. In some respects, the gap between the male and female worlds appears to have dosed substantially, but the personal networks of women in both countries still include few men (H. Aldrich et al., 2013).Social networks (in diverse ways) provide entrepreneurs with a wide range of valuable resources not already in their possession and help them achieve their goals (e.g., Hansen 1995; Jenssen 2001; Ripolles and Blesa 2005; Welter and Kautonen 2005).

According to a study conducted by Aldrich et al (2013), based on two countries, comparative studies have found that there is no difference in network activity, particularly in network density. However, in the gender composition of the decision it is different because there is a gap between the world of men and women in some aspects, but the private network of women in both countries still has some men. The goal can be achieved easily when social networks (in different ways) are best used as social networks are able to provide entrepreneurs with valuable resources that are not yet owned.

A few academic research in the past has generally emphasized the importance of social capital and networks in enabling entrepreneurs to acquire resources and achieve success (Davidsson & Honig, 2003; Hoang & Antoncic, 2003). However, there is little consensus among scholars about how and what forms of social capital have a positive impact on business performance (Gedajlovic et al., 2013; Stam et al., 2014). At the same time, research suggests that too much social capital can be detrimental to entrepreneurial success (Adler and Kwon, 2002). Networks constitute the new social morphology of societies, and the diffusion of networking logic substantially modifies the operation and outcomes in terms of processes of production, experience, power and culture. Foley (2008) proposes that social networks can have a strong influence on entrepreneurial activity because entrepreneurs are embedded in the social contexts that influence their decisions. Therefore in this study, researcher is to find if there is a relationship between social networking and success of Malay women entrepreneurs.

H3 : There is a significant relationship between social networking and success of Malay Women Entrepreneurs.

2.6 CONCEPT OF WORK-FAMILY CONFLICT

Work-family conflict have been defined as a consequence of inconsistent demands between the roles at work and home with the family (Frone, Russell, & Cooper, 1992; Greenhaus & Beutell, 1985). In other words, work-family conflict exists when the expectations related to a certain role do not meet the requirements of the other role, preventing the efficient performance of that role (Powell & Greenhaus, 2006) Therefore, it could be said that the conflict between work and family domains tends to stem from the conflict between the roles.

Several studies reveal that work and family are not two separate domains as they are highly interdependent, having a dynamic relation with one another. While family life is affected by the factors at work, the reverse is also experienced. Balancing work and family is challenge in an adult's life. The increase in dual-career couples and single-parent households and the decrease in traditional, single-earner families mean that responsibilities for work, housework, and childcare are no longer confined to traditional gender roles (Byron, 2005). Further, employees find themselves struggling to juggle the competing demands of work and family

Recently, the issue of work-family conflict (WFC) has become a growing topic of interest among researchers due to the emerging roles of work and family which gives implications to both organization and employees. Work-family conflict is considered as a potential stressor that leads to various form of stress reactions (McShane & Von Glinow, 2010) and there is still lack of study that explore personality traits in this context. Work-family conflict was associated with lower job satisfaction, fatigue, emotional distress and depressive symptoms.

Work-family conflict has the potential to undermine one's stability to provide high quality care (Baghban, Malekiha, & Fatehizadeh, 2010)

2.6.1 Work-family Conflict and Women Entrepreneurs' Success

Despite the fact that most existing research in this area was aggressively conducted in the Western societies, the understanding on the effects of work-family conflict is critically important in Asian countries where women have recently made remarkable advancement in the business world (Hashim, Mohd.Ishar, Rashid, & Masodi, 2012)

Work-family conflict is considered to be an important issue in today's business world (Burke & El-Kot, 2010; Grandey, Cordeino & Crouter, 2005). In recent years, there has been an increasing interest in the conflict between work and family life domains, and recent studies highlight the conflict experienced by individuals between their roles in the family and at work, which is covered under the heading called work-family conflict. While the findings obtained mainly in Western countries and the related theories refer to the obvious relationship between work demands and work-family conflict (Spector, Allen, Poelmans, Lapierre, Cooper & Widerszal-Bazyl, 2007), it is indicated that long working hours, duty and heavy work load have a direct influence on work-family conflict (Boyar, Maertz, Mosley, & Carr, 2008; Kim, Leong, & Lee, 2005). Thus, it is essential to establish a successful balance between work and family domains so that several demands in both domains could be met efficiently and the required resources could be attained and used easily (Bass, Butler, Grzywacz, & Linney, 2008).

As nowadays women choose to actively running their own business as a source of income and economic gain, many of this women stay at home and successfully run the business while at the same time struggle with the responsibilities as a wife and mother. Being entrepreneurs is seen as an opportunity to be at home, work at their own time which is flexible and also could let them making the decisions on their own. However, the study by (Neider, 1987) found out that most of the entrepreneurs work more than 18 hours a day which is very long hours as compared to being employed or work on salary basis. Women entrepreneurs tend to underestimate the time needed to run a business and have a difficulty in balancing the needs of the firm and their families.Time challenges entrepreneurs regardless of gender but is especially critical for women. Theoretically, entrepreneurs are their own bosses, enjoy greater personal freedom than organizational employees, and have the flexibility to modify their work schedules to fulfill family commitments. In reality, however, this freedom is bounded by their responsibility for the survival and economic success of the enterprise. Success usually entails escalating business demands that can diminish the time available to fulfill family role responsibilities (Parasuraman et al., 1996).

Therefore this study is to find if there is a relationship between work-family conflict and the success of Malay women entrepreneurs.

H4 : There is a significant influence between work-family conflict and the success of Malay Women Entrepreneurs.

2.6.2 Alertness, Work-family Conflict and Women Entrepreneurs' Success

Many women entrepreneurs show greater concern on family matters (either dictated by nature or shaped by the common belief) even if they have an opportunity to expand their business. According to Ibrahim and Abu Bakar (2014), work-family conflict was a significant stressor to Malaysian as well as to western workers. In the recent study, among high WFC and FWC employees, the availability of social support decreases the levels of worker's job satisfaction and positive effect (Ibrahim & Abu Bakar, 2014).

However, Foo (2011) had showed that negative affect in the form of anger may have positive effects for opportunity evaluation as anger is associated with appraisal tendencies of high confidence and control that leading to lower risk perceptions and more positive evaluations.

2.6.3 Self-efficacy, Work-family Conflict and Women Entrepreneurs' Success

Self-efficacy is widely studied with a work-family conflict variable but in such studies, self-efficacy acts as a moderator in the relationship between work-family conflict and other variables. For example in the study by Glaser and Hecht (2013). Other researcher such as Baghban, Malekiha, and Fatehizadeh (2010) also studied on the relationship between the work-family conflict and self efficacy. Whilst Ozbag and Ceyhun (2014) studied the relationship between the work-family conflict and career satisfaction.

Baghban, Malekiha and Fatehizadeh (2010) have studied on work-family conflict and the level of self-efficacy in female nurses and found out that employees who have high work hours which more than 7 hours per day perceive more work-family conflict than those who have less work hours. Work-family conflict was associated with lower job satisfaction, fatigue, emotional distress and depressive symptoms. Baghban, Malekiha, & Fatehizadeh (2010) found that women with high levels of self-efficacy have experienced less work-family conflict. Relationship between high work-family conflicts and low level of self-efficacy while women with high level of self-efficacy have experienced less work-family conflict. However in their study, they were demonstrated the importance of self-efficacy in moderating work-family conflicts. These functions of self-efficacy are applicable to work-family conflict. Previous research has linked self-efficacy to multiple-role management. In this research, the study is focus on the relationship of self-efficacy and success with the effect of work-family conflict.

2.6.4 Social Networking, Work-family Conflict and Women Entrepreneurs' Success

Conflict opposed as a destructive old views which conflict was seen as positive with the ability to strengthen social relations in organismic world view rather than mechanistic view Any social social system or social grouping is designed to create and resolve dualisms which causing the conflicting interests. Family as a social institution helps make society possible. As such, the family performs few important functions as a primary unit for socializing children.

According to Brindley (2005), the main source of support and assistance for female entrepreneurs during a start up phase came from family and friends i.e. trusted sources of help that the women had previously experienced. Thus, family and close friends play a very important part in ensuring the emotional stability of women entrepreneurs.

Adams, King and King (1996) suggested that relationships between work and family can have an important effect on job and life satisfaction and that the level of involvement the worker assigns to work and family roles is associated with this relationship. The results also suggested that the relationship between work and family can be simultaneously characterized by conflict and support. Higher levels of work interfering with family predicted lower levels of family emotional and instrumental support. Higher levels of family emotional and instrumental support were associated with lower levels of family interfering with work.

Social networking can contribute to social support which lead to success. Social support is contributing by the social networking and becoming a factor that leads to success. Lee (2005) found out that the lack of family social support is related to the higher levels of work-family conflict. While in this research, researcher using the work-family conflict as a moderator in the relationship of social networking and success of Malay women entrepreneurs as it will give an impact to the relationship either in negative or positive contribution.

2.6.5 Work-family Conflict as Moderator

The importance of studying conflict lies in its value as a change agent. Every time conflict is resolved, the social system within which the conflict arose is forever changed. Changes and adaptations to the social system occur over time (just as the growth and change seen in dyadic relationships take time). Therefore, conflict should be studied for its own sake. Conflict can be either resolved, or it can be managed. Conflict is normal, even inevitable, in every social relationship.

Moreno-Jiménez, Mayo, Sanz-Vergel, Geurts, Rodríguez-Muñoz and Garrosa (2009) hypothesize that 2 recovery strategies psychological detachment from work and verbal expression of emotions moderate the relationship of these 2 types of conflict with 2 indicators of well-being, namely psychological strain and life satisfaction. From the sample of 128 emergency professionals from Spain, psychological detachment from work moderated the relationship between WFC and psychological strain, and between FWC and life satisfaction. Verbal expression of emotions moderated the relationship between both types of conflict and psychological strain.

Wang, Lawler, Walumbwa and Shi (2004) examined the interactive effects of individual cultural orientation with work-family conflict on employees' job withdrawal intentions. Using a sample of 394 employees from the banking sector in the United States and China, the authors found that work interfering with family (WIF) was more positively related to job withdrawal intentions among individuals scoring high on idiocentrism. It is interesting to note that the authors (unexpectedly) found that family interfering with work (FIW) was more positively related to job withdrawal intentions for those scoring high on allocentrism or low on idiocentrism. Implications and directions for future research are discussed.

Tews, Noe, Scheurer and Michel (2015) focused on time-based conflict which occurs when the time devoted to one role makes it difficult to participate or comply with expectations of another role (Greenhaus & Beutell, 1985). Furthermore, entrepreneurial alertness affect on entrepreneurial commitment (Khusniyah et al., 2015). This is done in effort to make company can survive and implementing commitment to discover entrepreneurial ideas or new business in an uncertainty environment. High vigilance is expected to increase entrepreneurial commitment to new business (Tang, 2008). Entrepreneurs become more commitment new business due his vigilance to look potential opportunities that can be exploited and forgotten by other entrepreneurs.

Most philosophers and psychological theorists agree that a sense of control over our behavior, our environment, and our own thoughts and feelings is essential for happiness and a sense of well-being. When the world seems predictable and controllable, and when our behaviors, thoughts, and emotions seem within our control, we are better able to meet life's challenges, build healthy relationships, and achieve personal satisfaction and peace of mind. Stressed from the work-family conflict could effect the individual self-efficacy in achieving life sartisfaction or being successful in career.

As self-efficacy is important in contributing oneself to success, any environmental factors also could either strengthen the self-efficacy towards success or weaken the relationship. Therefore in this study, the work-family conflict is tested to determine the relationship of self-efficacy and success whether it moderates the relationship negatively or positively.

Chattopadhyay (2008) found out that entrepreneurs without spouse support are considered as least successful in the establishment phase of entrepreneurship. In line with Chattopadhyay's finding, this could relate to the effect of work-family conflict to the relationship between the social networking and Malay women entrepreneurial success. Families play an important role in venture creation process and therefore their role deserves greater importance in the entrepreneurship (Howard et al, 2003). The kinship relationships provide the strongest ties in entrepreneurial networks. Family provides a range of resources in both professional and non-professional manner which is affective in nature (Anderson et al, 2005). For the entrepreneur, network may be derived from membership of trade associations, business networks or indeed friendships with business people, which help the entrepreneur in providing the access to information (Sheena Leek et al, 2009).

Work–family conflict typically is defined as a form of interrole conflict in which the role pressures from the work and family domains are mutually incompatible in some respect. Work-family conflict or enrichment occurs when behaviours, moods, stresses, and emotions from work bring bad or good effects into family (Hamid & Amin, 2014). Work-family conflict was first defined by Kahn, Wolfe, Quinn, Snoek and Rosenthal in 1964 as whom examined the inter-role people experienced conlict between their work and other life roles. Kahn et al. (1964) suggested that work-family conflict occurs when demands from work and family are mutually incompatible to some degree. According to Hamid and Amin (2014), family role strain happens when attention and time are needed, for example to take care of the young, while work role strain may occur because of work overload and not having enough resources to carry out the required task.

Role theory states that experiencing ambiguity and/or conflict within a role will result in an undesirable state. It proposes that multiple roles lead to personal conflict as it becomes more difficult to perform each role successfully, due to conflicting demands on time, lack of energy, or incompatible behaviors among roles (Grandey & Cropanzano, 1999). COR Theory proposes that people that have larger social network and satisfaction with relationships will have access to other valued resources (e.g. transportation, financial aids, higher self-esteem and be more optimistic).

While according to Greve and Salaff (2003) families are present in the entrepreneur's networks in all phases of business. As to that reason, it is important to examine whether work-family conflict could positively or negatively effect the relationships between social networking and entrepreneurial success. It has become clear that work should not be studied in isolation from family and personal concerns. The work-family conflict have been studied as a moderator at very limited area of research.

Dai, Cheng and Zhuang (2016), studied on the moderating effect of work-family conflict on the relationship between leader-member exchange and relative deprivation: Links to behavioral outcomes. Matsyiak, Mencarini dan Vignoli (2015) studied on work-family conflict moderates the impact of childbearing on subjective well-being.

Therefore, the hypothesis for the moderator variable of work-family conflict towards the independent variables are as follows :-

H5: The relationship between the alertness and success of Malay women entrepreneurs is moderate by work-family conflict

H6: The relationship between the self-efficacy and success of Malay women entrepreneurs is moderate by work-family conflict

H7: The relationship between the social networking and success of Malay women entrepreneurs is moderate by work-family conflict

2.7 THE RESEARCH MODEL (FRAMEWORK)

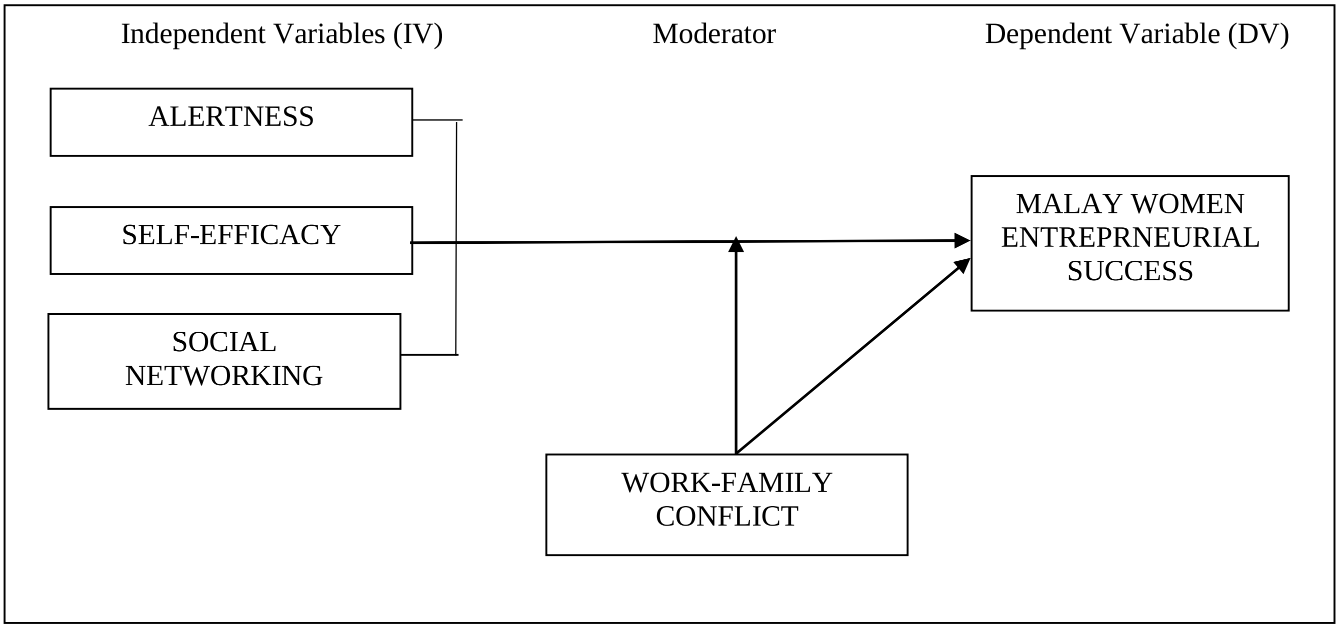


Figure 2.4
Proposed Theoretical Framework

Based on the literature review, the study's conceptual model of alertness, self-efficacy, social networking and work-family conflict and their effect on Malay women entrepreneurial success was established. The framework has developed seven (7) hypothesis in the study's attempt to respectively answer and determine a set of seven (7) research questions and objectives. As to the researcher's best knowledge, no previous research endevour has been made to examine the linkages of these valuable attributes in one research framework as in this study. The theoretical framework of the study is illustrated as shown above in Figure 2.4.

The full list of the hypothesis, research questions and research objectives are summarized as portrayed in Table 2.6 below.

Table 2.6
Summary of Research Hypothesis, Research Questions, and Research Objectives

Hypothesis	Research Questions	Research Objectives
H1	Is there any significant influence between alertness and success of Malay women entrepreneurs?	To determine the relationship between alertness and success of Malay women entrepreneurs.
H2	Is there any significant influence between self-efficacy and success of Malay women entrepreneurs?	To determine the relationship between self-efficacy and success of Malay women entrepreneurs.
H3	Is there any significant influence between social networking and success of Malay women entrepreneurs?	To determine the relationship between social networking and success of Malay women entrepreneurs.
H4	Is there any significant influence between work-family conflict and success of Malay women entrepreneurs?	To determine the relationship between work-family conflict and success of Malay women entrepreneurs.
H5	Does work-family conflict moderate the relationship between alertness and success of the Malay women entrepreneurs?	To examine whether work-family conflict moderate the relationship between alertness and success of Malay women entrepreneurs.
H6	Does work-family conflict moderate the relationship between self-efficacy and success of the Malay women entrepreneurs?	To examine whether work-family conflict moderate the relationship between self-efficacy and success of Malay women entrepreneurs.

Table 2.6 (continued)

H7	Does work-family conflict moderate the relationship between social networking and the success of Malay women entrepreneurs?	To examine whether work-family conflict moderate the relationship between social networking and success of Malay women entrepreneurs.

2.8 UNDERPINNING AND SUPPORTING THEORIES

According to Kerlinger (1986), a theory is a set of principles and definitions that are interrelated and explain a phenomenon systematically. The underpinning theory for this research is the Attribution Theory and supporting with the Social Behavioral Theory and Role Theory. Fiske and Taylor (1991) clarified that attribution theory deals with how the social perceiver uses information to arrive at causal explanations for events. It examines what information is gathered and how it is combined to form a causal judgment (Fiske, & Taylor, 1991).

Jones and Davis (1965) thought that people pay particular attention to intentional behavior (as opposed to accidental or unthinking behavior). Attributions (internal) provide us with information from which we can make predictions about a person's future behavior. The correspondent inference theory describes the conditions under the dispositional attributes to behavior perceived as intentional.

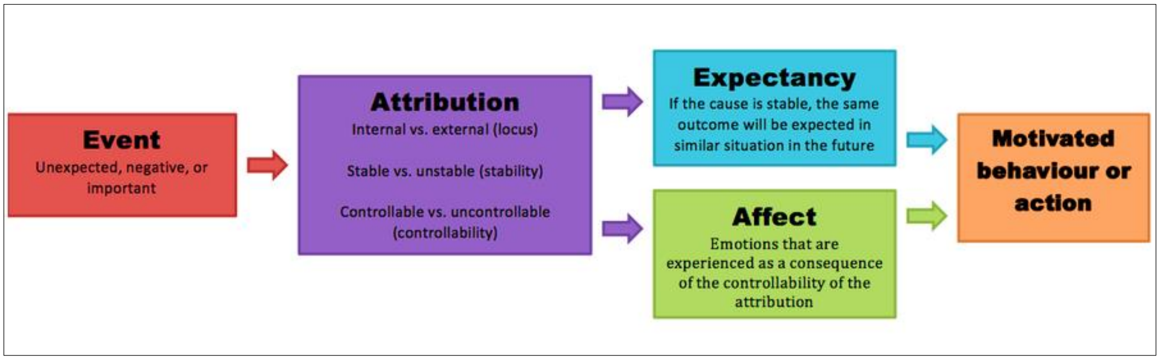


Figure 2.5
Atrribution theory

The literature on attribution of success and failure labelled the effects of needs and wishes on attribution as defensive, egocentric, egotistic, or self-serving. Specifically, it was suggested that people attempt to enhance or protect their self- esteem by taking credit for success and denying responsibility for failure (Heider,1958). Attributions are related to more positive affective states (Kelley & Michela, 1980).Heider (1958) distinguishes between two determinants of behavior: "can" and "try." Can refers to the relatively invariant properties of the person, such as intelligence, ability, and so forth, while try is determined by the momentary intentions and effort expenditure of the actor. In achievement-related contexts, success may be attributed to high ability and/or effort, while failure is perceived as due to low ability and/or lack of effort.

2.8.1 Social Behavioural Theory

The Social Cognitive Theory and Social Behavioural Theories emphasise the importance of external conditioning in acquiring new information and behavior (Skinner, 1984 as cited in Selected Theories in Social Science Research pp 190). In this study, researcher will examine the relationship for each independent variables and dependant variable and also the moderating effect towards the relationships. The proposed theoretical framework is combining few theories.

Self-efficacy positively orient to psychology aspects that emerged in realm of behavior organizations and include most relevant aspects, at least for organizational behavior text as self-efficacy is based on social cognitive theory. First self-efficacy definition formally proposed by Bandura (1999) through social cognitive theory that includes social environment and cognitive elements, as well as behavior itself. It is known as Bandura's Social Cognitive Theory (SCT).

After setting the goals, people are considering their circumstances and choose the best action. Same implementation in entrepreneurship, as the entrepreneurs are serve for society. Entrepreneurs are not doing business alone. There are interaction and communication between entrepreneur and other persons. In other hand psychology and traits theory containing personal traits affect action made by a person which it pushing oneself to the achievement in life and succeed. Eventhough each of the variables in this study have been studied in the past research, there still exists some ambiguities and gap which is ignoring the effect of the moderator such as work-family conflict.

Self-efficacy theory has proposed that all forms of psychotherapy and behavioral change operate through a common mechanism: the alteration of the individual's expectations of personal mastery and success (Bandura, 1977, 1982). According to this theory, two types of expectancies exert powerful influences on behavior: outcome expectancies, the belief that certain behaviors will lead to certain outcomes; and self-efficacy expectancy, the belief that one can successfully perform the behavior in question (Maddw, Sherer, & Rogers, 1982). Self-esteem, social standing, sense of competence, are affected by the attributions one makes.

According to Bandura (1977), expectations of self-efficacy are the most powerful determinants of behavioral change because self-efficacy expectancies determine the initial decision to perform a behavior, the efforc expended, and persistence in the face of adversity Integrated from Bandura's self efficacy theory, self-efficacy is the confidence that people have in their ability to cope with high-risk situations without relapsing into old behavior (Bandura, 1982).

A key contributor to one's propensity for entrepreneurship is self-confidence levels in entrepreneurial abilities (entrepreneurial self-efficacy). While self-confidence has received scant attention in the entrepreneurship field, research by Fielden et al. (2003) concludes that a lack of confidence is perhaps the greatest barrier to women's progression into micro and small business ownership, which inhibits all aspects of their entry into business. When someone could made a decision, it shows that exists the confidence and determination in themselves that leads them to making decision. Ashraf and Qureshi (2010) found that confidence and determination is the critical contributor in the entrepreneurship success.

2.8.2 Role Theory

Research on work-family conflict is rooted in role theory, i.e., the likelihood of an individual experiencing role conflict increases with an increase in the number of his or her roles (Marks, 1977). Role conflict is defined as simultaneous occurrence of two (or more) sets of pressures such that compliance with one would make more difficult compliance with the other. Work and family roles can be allies in certain aspects and enemies in other aspects; therefore, a person may simultaneously experience work-family conflict and work-family enrichment. According to Friedman and Greenhaus (2000), the overall effect is positive if the level of work-family enrichment experienced exceeds the level of work-family conflict, and if the positive and negative experiences are equal in level, then the overall effect can be of work-family balance but in other situation if the negative experiences exceed the positive levels then the overall effect is negative. In this research, work-family conflict as a moderator that possibly moderate or not moderate the relationship between the independent variables toward success whether positive effect or negative effect.

2.9 CHAPTER SUMMARY

Chapter two reviewed the literature on women entrepreneurship and Malay women entrepreneurs in Malaysia. It also reviewed the past and existing empirical works on the five variables of study, namely; entrepreneurial success, alertness, self-efficacy, social networking and work-family conflict. These variables were reviewed and discussed in order to provide a better explanation on the framework of study, and led to the formulation of hypotheses to answer the research questions. The research methodology employed to carry out this study will be discussed in the following Chapter Three.

CHAPTER 3

METHODOLOGY

3.1 INTRODUCTION

This chapter was arranged to describe the methods applicable in examining the relationships among the variables studied. The independent variables are alertness, self-efficacy and social networking while the dependent variable is the success of Malay women entrepreneurs in Malaysia and the work-family conflict as the moderator in the relationship of both the dependent and independent variables. This chapter also explained and discussed the research design, sampling procedures, instrumentation, validity and reliability of the research instruments, data collection and method of data analysis used to test the hypotheses.

This study is the ex post facto (Nasir, 1988) meaning that events or phenomena science research is already done that result the variables and dynamics of scientific progress on the subject under study are genuine and authentic, without intervention from the researcher. In this study, researcher did not intervene, manipulate or treatment any of the variables studied.

3.2 RESEARCH DESIGN

To achieve the objective of the study, there are a variety of strategies that can be used such as experimental research, survey method, and case study, grounded theory, ethnography, action research, cross-sectional and longitudinal studies, as well as exploratory and descriptive studies (Saunders, Lewis, & Thornhill, 2009).

This research is a correlation study that see the construction of the relationship between the variables and quantitative in design. Rowley (2014) suggests that quantitative research designs are best used to describe and make inferences about natural and social phenomena through deductive logic. Quantitative research uses numeric data, has predetermined approaches, and typically closed-ended questions.

Quantitative data collected through questionnaires designed to generalize findings from a sample via assessment of respondents' opinions are most often conducted with correlations between variables. Creswell (2012) in opinion that quantitative methods are best used to test or verify theories, identify significant variables for future study, and relate variables posed by questions or hypotheses, using standards of validity and reliability and statistical procedures. Therefore, quantitative research design was chosen for data collection and analysis in this study. The variables in this study are alertness, self-efficacy, social networking, work-family conflict and entrepreneur's success.

This study employed the internet based electronic survey method, which makes use of a questionnaire through Google Survey (google docs.) and send to the selected respondants through social application such as facebook,email and messages application. Internet survey was chosen as it enables the researcher to cover wider geographic areas and collect large amount of data at relatively low cost. In addition, self-administered questionnaires can eliminate interviewer bias that is commonly found in the personal interview method (Jobber, 1989). Other than that, most of the entrepreneurs nowadays are using the website and internet to run the business. However, the main drawback of the e-mail survey is the problem of non-response. A follow up e-mail will be send to the respondents who had not replied in a week after the first mailing.

Data were collected through the use of fully structured and closed ended questionnaires. The use of questionnaire gives a uniform frame of reference for respondents to decide their answers (Rowley, 2014). The questionnaires was sent out to a sample size of respondents. To measure the intensity of the respondent's views, the semantic differential approach is employed along a five-point likert scale. Respondents can complete the items consistently and easily using a five-point likert scale, especially for the self-administered survey questionnaire. The questionnaire was originally developed in English. Some of the respondents may not be familiar with the original questionnaire language, and thus need to be translated into a local language to avoid miscommunication and misinterpretation. The questionnaire was translated into the language of *Bahasa Malaysia* as the respondents are the Malay women. Both versions language are implement to the questionnaires.

3.3 POPULATION AND SAMPLE

3.3.1 Population

The population in this study was Malay women entrepreneurs registered with the Commisioner of Companies Malaysia (CCM) and been successful in the business. Total registered businesses in the CCM until Dec 2016 was 6,375,051 which including new registration of local companies (1,198,592) and foreign companies (4,727).

As to reach the population in this study, the researcher sorted the list to only Malay women entrepreneurs. Target population is according to the criteria as follows :-

i) Malay women entrepreneurs
ii) The business must be operating at least 36months
iii) The business must be a stand alone business which including online business
iv) The business is not a franchise or part of large organization
v) A women business owner is defines as owning, controlling and operating at least 51% of the business.

In this study, the unit of analysis is individual. Individual in term of person whom successfully manage their business for at least three years after the establishment. This period is an appropriate standard to measure business survival as it was estimated that nearly half of all new business start-ups dissolve in the first four years (Singer, Amoros, & Moska, 2015).

Table 3.1

Total of Malay Women Entrepreneurs registed with CCM until Dec 2016 according to states and industries

Negeri	Perlis	Kedah	Pulau Pinang	Perak	Selangor	W.P Kuala Lumpur	Negeri Sembilan	Melaka	Johor	Kelantan	Terengganu	Pahang	W.P Labuan	W.P Putrajaya
Wholesale and retail	3027	22494	7417	10536	47579	17229	11704	8171	21669	27930	17518	13017	726	603
Water supply,	10	151	58	95	517	91	53	50	112	37	122	50	0	4
Arts, entertainment and recreation	31	361	152	264	1269	457	161	124	311	182	221	196	2	25
Agriculture, forestry and fishing	336	3324	1038	1894	9465	1713	2183	792	4031	1774	2134	2621	21	92
Administrative and support services	459	2129	1087	1554	11260	3609	2490	1602	3149	1116	1470	1608	109	92
Accommodation and food services activities	3216	14623	6506	6855	18344	6112	6809	6384	13644	6778	9714	10283	551	334
Human health and social work activities	97	822	293	516	2926	738	533	474	828	403	400	492	11	80
Financial and insurance/ Takaful	51	409	168	267	1415	499	270	212	458	335	336	353	10	17
Electricity, gas, steam	21	167	53	61	132	29	42	26	80	125	122	67	0	1
Education	117	547	316	328	2173	460	351	272	598	342	284	288	15	50
Construction	376	2108	1130	2021	6031	1707	1992	1411	3708	1641	2245	2057	71	53
Manufacturing	700	5539	2645	6711	16350	4652	3511	2272	7286	3353	4049	4354	112	271
Information and Communication	21	186	82	108	1250	441	160	63	239	102	96	153	2	15
Transportation and storage	159	1353	586	272	3267	823	871	466	1403	368	512	757	41	21
Real estate activities	6	45	20	11	257	77	22	12	69	19	24	25	3	1
Professional, scientific, technical	173	1424	632	594	7940	2768	1363	654	2319	649	822	694	30	117
Other Service activities	279	2838	1673	1958	11633	3917	2632	1356	3467	1323	1577	2323	51	224
Mining and quarrying	5	46	24	31	94	42	34	8	40	34	44	45	0	1

Table 3.1 show the total of Malay Women Entrepreneurs whom registered with CCM until December 2016 and still active in running the business. The total list is saggregated accordingly to the fourteen (14) states and eighteen (18) sectors/activities namely as mining and quarrying, professional, real estate, transportation, manufacturing, construction, education, electricity, financial and insurance, human and health, accommodation, administrative, agriculture, arts and entertainment, watersupply, wholesale and retail trade and other activities.

3.3.2 Sample Size

Sampling is the process of selecting some elements from a population to represent the whole population (Bartlett, Kotrlik, & Higgins, 2001; Krejcie & Morgan, 1970). According to Cochran (1977) (as cited in Bartlett et al. , 2001) it is important to specify margins of error as a method in determining the sample size so that the sample is accurate and appropriate even it is smaller but it could represent the total population (Bartlett et al., 2001). A stratified random sampling method was employed in this study, to enable it to generalize to the population (Sekaran, 2003). Creswell (2012) recommends selecting a random sample in which each individual in the population has an equal chance of being selected. By selecting using a random sample, the researcher can assume that the characteristics of the sample approximate the characteristics of the population.

The sample size should be adequate to the research by being large enough to approximate the characteristics of the population satisfactorily and provide a credible result (McMillan & Schumacher, 2001). It is stated that the sample size should be sufficiently broad to estimate the characteristics of the population satisfactorily to provide realistic results. The suggestion by Sekaran (2003) was adopted to follow the guidelines developed by Krejcie and Morgan (1970) for sample size decisions and with the population size of about 5000 or more, a sample size of 400 should be adequate.

Table 3.2
Total Target Population Sample Frame of Malay Women Entrepreneus registered with CCM until 2016 (active) according to states

NO.	STATES	TOTAL
1	Perlis	9 084
2	Kedah	58 566
3	Pulau Pinang	23 880
4	Perak	34 076
5	Selangor	141 902
6	Wilayah Persekutuan Kuala Lumpur	45 364
7	Negeri Sembilan	35 181
8	Melaka	24 349
9	Johor	63 411
10	Kelantan	46 511
11	Terengganu	41 690
12	Pahang	39 383
13	Wilayah Persekutuan Labuan	1 755
14	Wilayah Persekutuan Putrajaya	2 001
SUM TOTAL		567 153

Source: Companies Commission Malaysia (updated Dec 2016)

Based on the total population of Malay women entrepreneurs registered with the CCM which total up to 567 153 as shown in Table 3.2, the appropriate sample size as suggested by Saunders, Lewis and Thornhill (2007) was 383. There were issue on the non-response bias low response rate in the mail survey, and to overcome the probability of not getting the appropriate responses, the number of questionnaires sent out should be higher than the intended sample needed.

3.3.3 Respondents

In this research, the respondents are Malay women entrepreneurs whom are successfully in the business and owned the business. Women-owned business are defined and reffered as women that hold the equity ownership not less than 51 % or; being the Director or Executive Director which holding more than 10% equity (SME Census, 2011). The respondents are choosen according to the stratified random sampling from the total list provided by the CCM.

The researcher assessing the details of the Malay women entrepreneurs such as the company's name, the owner's name, the address, telephone numbers and the email from variety of sources. As this research implemented the e-survey method, the link from *Google docs*. was sent to the respondent's emails and the respondents answered the questionnaires through online survey by *Google docs.*

3.3.4 Sampling Procedure

In deciding the sample size, a balance should be strike which considering several factors such as the variability in population, types of sample required, cost, and availability of time, budget, estimated precision and level of confidence that enable findings to be generalized (Hair, Black, Babin, & Anderson, 2010a). The consideration on sampling size is suffice as long as the sample drawn is representative of the population where generalization and inferences on the said population of interest is posibble(Sekaran, 2003).

According to Sekaran (2003) using too large a sample size may lead to a larger Type II error, a phenomenon where even weak relationship might reach significance level when too large a sample size is used in any particular research. Hence, researcher are inclined to believe that significant relationship found are indeed true to population when in reality it may not be.

Table 3.3
Sample sizes for different sizes of population at a 95 per cent confidence level (assuming data are collected from all cases in the sample)

	Margin of Error			
Population	**5%**	**3%**	**2%**	**1%**
50	44	48	49	50
100	79	91	96	99
150	108	132	141	148
200	132	168	185	196
250	151	203	226	244
300	168	234	267	291
400	196	291	343	384
500	271	340	414	475
750	254	440	571	696
1 000	278	516	706	906
2 000	322	696	1091	1655
5 000	357	879	1622	3288
10 000	370	964	1936	4899
100 000	383	1056	2345	8762
1 000 000	384	1066	2395	9513
10 000 000	384	1067	2400	9595

Source: Saunder, Lewis and Thornhill (2012), p.266.

Furthermore, the sample size alone does not guarantee representation of the population because the process used in the selection of the elements is a matter of greater importance (Hair et al., 2010).The general rule relative to acceptable margins of error in educational and social research is as follows: For categorical data, 5% margin of error is acceptable, and for continuous data, 3% margin of error is acceptable (Krejcie & Morgan, 1970).

Table 3.4
Respond Rate from Previous Studies

Study	**Area**	**Sample Size**	**Respond Rate**
Understanding Motivation Empowerment & Sustainability outcomes of Women Homestay Entrepreneurs in West Malaysia. A Preliminary Analysis (Osman et al., 2010)	Central,North,Southern & Eastern Malaysia	800 operators	60.4%
Challenges of Muslim Women Entrepreneurs in Malaysian SMEs (Azmi et al., 2014)	Central,North,Southern & Eastern Malaysia (SMEs)	250 Muslim women entrepreneurs in Malaysian SMEs	44%
Rural Women Entrepreneurs in Malaysia : What Drives Their Success ? (Hassan et al., 2014)	Northern Region Of Peninsular Malaysia	80 rural women entrepreneurs	88%

Based on Table 3.4 on previous research that employed the similar data collection technique (a combination of email and post mail) on Malay women entrepreneurs, the response rate of 44 to 88 percent was recorded. However to overcome the possibility of not getting the desired sample and to get as large a return as possible, so that non-response error is reduced, the sample size will be adjusted for tendency of non-response as suggested by Bartlett et al.(2001) and Cochran (1977). Hence, the number of respondents to be sent with the questionnaires should be almost tripled (383/40x100).

Thus as shown in Table 3.5 below, 1000 questionnaires were sent to the randomly selected respondents on each stratum segregated from the total number of the population.

Table 3.5
Percentage of Total Population and Desired Sample Size Based on Stratified Random Sampling

	List of states	% of total population	Desired sample size	Questionnaire sent
1.	K.Lumpur	45364/567153x100=8.0	31	78
2.	Selangor	141902/567153/100=25.02	96	240
3.	Putrajaya	2001/567153x100=0.35	1	3
4.	Melaka	24349/567153x100=4.29	16	40
5.	N.Sembilan	35181/567153x100=6.20	24	60
6.	Johor	63411/567153x100=11.18	43	108
7.	Pahang	39383/567153x100=6.94	27	68
8.	Terengganu	41690/567153x100=7.35	28	70
9.	Kelantan	46511/567153x100=8.20	31	78
10.	P.Pinang	23880/567153x100=4.21	16	40
11.	Kedah	58566/567153x100=10.33	40	100
12.	Perak	34076/567153x100=6.01	23	58
13.	Labuan	1755/567153x100=0.31	1	3
14.	Perlis	9084/567153x100=1.6	6	15
Total			**383**	**961**

This study employs stratified random sampling technique as the probability selecting any element within the population is similar. This study employed stratified random sampling technique as it involves the stratification or segregation of population into mutually exclusive groups, followed by as explained above, random selection of subjects from each stratum (Hair et al., 2010a).

According to Sekaran (2003), there are several methods of random sampling namely; simple random sampling, proportionate or disproportionate stratified random sampling, cluster random sampling and systematic random sampling. Stratified random sampling technique is usually choosen when there are several subpopulation in a given large population where each stratum is homogeneous internally but heterogenous with other strata (Sekaran, 2003). Accordingly, in the context of this study, it was assumed that there will be differences in environment, historical contexts, nature and culture between Malay women entrepreneurs in different states in Malaysia and at the same time there will be similarities in responsibilities as a women, networking environment, due to similar country's policies and business procedure.

Using sampling often gives better results than using census method (Cooper & Schindler, 2006) . In this study, the sampling method is choosen as due to the limited time, cost and human resources in collecting the data needed. Sampling method is not affecting the objective and quality of the study because sampling is a part of the population which have characteristics that are relatively similar and can be considered representative of the population (Hair et al., 2010)

3.4 INSTRUMENTS AND MEASUREMENTS

Measurement are important in accurately representing the concept of interest and is instrumental in the selection of the appropriate multivariate method of analysis(Hair et al., 2010). This study employed a self-report method for all adopted questionnaire items to measure the five variables in this study which are alertness, self-efficacy and social networking as the independent variables, work-family conflict as the moderator and Malay women entrepreneur's success as the dependent variable. This study is to find the relationship between the independent variables and dependent variables by testing the hypotheses developed in the previous chapter.

The variables used in this study were measured through established instruments drawn from previous studies. Some of the questions used were slightly modified to make them more relevant to the purpose of this study. A scale validation procedure is perform using factor analysis and coefficient alpha. This is to ensure that the scale used, are both valid and reliable for the specific purpose of the study. The five-point Likert scale is choose to measure the instruments which is the same as the existing scales in the academic literature. According to Creswell (2012), this is the most appropriate approach as the scale evaluates what it is intended for proven and verified in previous empirical researches, and the target respondents are alike (Saunder, Lewis & Thornhill, 2012, p.439). Other than that, likert five-point scale is one of the best and most frequently used scales due to its ease and balance particularly to measure opinions (Zikmund, 2000: 291).The total items in the questionnaires and sources adopted are as shown in Table 3.6 below.

Table 3.6
Summary Table of Instruments

Variable Type	**Items**	**Sources**	**Question Items**
Dependent Variable Women Entrepreneurial Success	19	Lau,Shaffer and Au (2007)	Q35 to Q53
Independent Variables Entrepreneurial Alertness	13	Kirzner (1973,1999)	Q1 to Q13
Entrepreneurial Self-Efficacy	10	Matthias Jerusalem & Ralf Schwarzer (1981)	Q14 to Q23
Social Networking	6	Lubben (1988)	Q24 to Q29
Moderator Work-Family Conflict	5	Netemeyer & Boles (1996)	Q30 to Q34
Demographic Profile Personal Information	14	Abu Bakar (2007)	Q1 to Q14
Total	**67**		

3.4.1 Measuring Women Entrepreneurial Success

In this research, the dependent variable is measured by 19 items adapted from Lau, Shaffer and Au (2007). The items was tested to women entrepreneurs through the validity and reliability test. Table 3.7 below shows the instruments in measuring Malay women entrepreneurial success.

Table 3.7
Items to measure Entrepreneurial Success

No.	Items
1.	I have earned more money than most of my friends
2.	As a businessperson,my income is almost at the highest level in the same industry
3.	What I have earned from my businesses is more than what I actually need
4.	I can be deemed a rich person
5.	I earn a lot of money
6.	I am satisfied with the progress I have made toward meeting my goals for advancement
7.	I am satisfied with the progress I have made toward meeting my goals for the development of new skills
8.	I have a good reputation in the business field
9.	In the business field, a lot of people know me
10.	Most people from my industry think that I am an excellent businessperson
11.	My career has been recognized by others
12.	My career gives me social status
13.	In our society, people tend to respect businesspersons
14.	As an employer, I have certain social status
15.	Businesspersons have certain social status
16.	I have accomplished something valuable from my career
17.	I have fulfilled something I want to do from my career
18.	I have made some of my dreams come true from my career
19.	I have a sense of achievement from my career

In Table 3.8 below is the summary of item numbers for the measurement of entrepreneurial career success. Total 19 items for the success variable are source from the 6 dimensions known as perceived financial attainment, career satisfaction, social reputation, social recognition, social status and perceived career achievement.

Table 3.8
Summary of Item Numbers for the Measurement of Entrepreneurial Career Success

Dimension	**Item number**	**Total items**
1. Perceived Financial Attainment	1,2,3,4 & 5	5
2. Career Satisfaction	6 & 7	2
3. Social Reputation	8,9 & 10	3
4. Social recognition	11 & 12	2
5. Social Status	13,14,15 & 16	4
6. Perceived Career Achievement	17,18 & 19	3
		19

However, for the purpose of this study, the construct is taken as unidimension considering all the the conceptualization and categorization of entrepreneurial career success is as shown in Table 3.9. The table is illustrated from the past studies by Lau, Shaffer and Au (2007).

Table 3.9
Conceptualization and Categorization of Entrepreneurial Career Success

Objective domain			**Subjective domain**		
Objective /self-referent			**Subjective/self-referent**		
Construct	**Definition**	**Illustrative transcript**	**Construct**	**Definition**	**Illustrative transcript**
Self-referent domain Actual financial attainment	Monetary income	'It's unreasonable that you can't make big money but you still claim yourself successful in your business'	Perceived financial attainment	The positive outcomes at work based on personal appraisals in terms of financial attainment.	'I'm successful because I have earned more money than most of my friends'
			Career satisfaction	The positive outcomes at work based on psychological well-being	'It depends on how you define success. I would define it as a person's satisfaction
Social recognition	The positive outcomes at work based on social appraisals in terms of acceptance by others	'I don't care about (money). I care about the need of my customers. Their compliments…are my reward. In the past two year, my company received the award 'the best of the year';it indicates that I am successful.			
Social status	The positive outcomes at work based on social appraisals in terms of hierarchy in society	'We are ordinary (people) who have no chances to know those who are very successful…We do not belong to their (social) class'			

Source: Lau et al. (2007)

3.4.2 Measuring Alertness

The recognition and development of new opportunities are at the heart of entrepreneurship. Building from Kirzner's (1973, 1999) work, cognition theory, and McMullen and Shepherd's (2006) development, Tang et al. (2012) offered a model involving three distinct elements of alertness: scanning and search, association and connection, and evaluation and judgment. Tang et al. (2012) has conducted few multiple studies to develop and validate a 13-item alertness scale that captures these three dimensions. Results demonstrate appropriate dimensionality, strong reliability, and content, convergent, discriminant, and nomological validity. Table 3.10 below shows the items to measure entrepreneurial alertness adopted from Tang et al. (2012)

Table 3.10
Items to measure Entrepreneurial Alertness

No.	**Items**
1.	I have frequent interactions with others to acquire new information.
2.	I always keep an eye out for new business ideas when looking for information.
3.	I read news, magazines or trade publications regularly to acquire new information.
4.	I browse the internet everyday to acquire new information.
5.	I am an avid information seeker.
6.	I am always actively looking for new information.
7.	I see links between seen tingly unrelated pieces of information.
8.	I am good at “connecting dots”.
9.	I often see connections between previously unconnected domains of information.
10.	I have gut feeling for potential opportunities.
11.	I can distinguish between profitable and opportunities and not so profitable opportunities.
12.	I have knack for telling high value opportunities
13.	When facing multiple opportunities, I am able to select the good ones.

Table 3.11

Summary of the item numbers for the measurement of Entrepreneurial Alertness

Dimension	Item number	Total items
1. Scanning & Search	1,2,3,4,5 & 6	6
2. Association & Connection	7,8 & 9	3
3. Evaluation & Judgement	10,11,12 & 13	4
		13

Table 3.11 is the summary of the item numbers for the measurement of entrepreneurial alertness.There are three dimensions of entrepreneurial alertness which are; scanning and search (6 items), association and connection (3 items) and; evaluation and judgement (4 items). Figure 3.1 determined the exploratory factor analysis for the alertness.

	Study 2 (1st half sample)[a]			Study 3[b]		
Items	Factor 1	Factor 2	Factor 3	Factor 1	Factor 2	Factor 3
Scanning and search						
1. I have frequent interactions with others to acquire new information.	*.57*	.10	−.06	*.43*	.04	−.01
2. I always keep an eye out for new business ideas when looking for information.	*.67*	.07	−.06	*.41*	.17	−.03
3. I read newss, magazines, or trade publications regularly to acquire new information.	*.96*	−.03	.13	*.56*	.05	.08
4. I browse the Internet every day.	*.66*	.03	−.01	*.44*	−.04	.00
5. I am an avid information seeker.	*.77*	−.04	−.18	*.87*	−.11	−.16
6. I am always actively looking for new information.	*.79*	.01	−.13	*.70*	.05	−.10
Association and connection						
7. I see links between seemingly unrelated pieces of information.	.13	.10	*−.68*	.06	−.05	*−.89*
8. I am good at "connecting dots."	.02	.00	*−.94*	.02	.16	*−.76*
9. I often see connections between previously unconnected domains of information.	.03	.02	*−.88*	−.01	.01	*−.89*
Evaluation and judgment						
10. I have a gut feeling for potential opportunities.	−.08	*.95*	−.03	−.08	*.55*	−.10
11. I can distinguish between profitable opportunities and not-so-profitable opportunities.	.04	*.90*	.03	−.04	*.90*	.09
12. I have a knack for telling high-value opportunities apart from low-value opportunities.	.01	*.82*	−.01	−.01	*.84*	−.05
13. When facing multiple opportunities, I am able to select the good ones.	.04	*.63*	−.20	.06	*.66*	.00
Eigenvalue	8.09	1.19	.82[c]	4.90	2.03	1.21
Percentage of variance explained	62.26	9.12	6.33	34.97	12.50	6.35
Cumulative percentage of variance explained	62.26	71.38	77.71	34.97	47.48	53.83
Coefficient alpha reliability estimates	.91	.94	.90	.71[d]	.83	.91

Figure 3.1

Results of exploratory factor analysis for alertness

source from : Tang (2009)

3.4.3 Measuring Self-Efficacy

The construct of self-efficacy reflects an optimistic self-belief Schwarzer 1992 (Kaiser, 2011). This is the belief that one can perform a novel or difficult tasks, or cope with adversity in various domains of human functioning. Perceived self-efficacy is an operative construct, i.e., it is related to subsequent behavior and, therefore, is relevant for clinical practice and behavior change. The measure has been used internationally with success for two decades. It is suitable for a broad range of applications. It can be taken to predict adaptation after life changes, but it is also suitable as an indicator of quality of life at any point in time. As a general measure, it does not tap specific behavior change. Therefore, self-efficacy measurement scale is adopted from Schwarzer and Jerusalem (1995). Each item refers to successful coping and implies an internal-stable attribution of success. The measurement items of the self-efficacy is as shown in Table 3.12 below.

Table 3.12
Items to measure self-efficacy

No.	**Items**
1.	I can always manage to solve difficult problems if I try hard enough.
2.	If someone opposes me, I can find the means and ways to get what I want.
3.	It is easy for me to stick to my aims and accomplish my goals.
4.	I am confident that I could deal efficiently with unexpected events.
5.	Thanks to my resourcefulness, I know how to handle unforeseen situations.
6.	I can solve most problems if I invest the necessary effort.
7.	I can remain calm when facing difficulties because I can rely on my coping abilities.
8.	When I am confronted with a problem, I can usually find several solutions.
9.	If I am in trouble, I can usually think of a solution.
10.	I can usually handle whatever comes my way.

3.4.4 Measuring Social Networking

In this research, the items to measure entrepreneurial social networking is adopted from Lubben (1998). Lubben Social Network Scale is a self-report measure of social engagement including family and friends. There are two versions of the scale which included the 6 item scale and 12 item scale. In this study, researcher adapting 6 item scale of Lubben Social Network Scale. The scale of this measurement is anchored from 0 to 5 which 0 represent None ,1 represent One, 2 represent Two, 3 represent Three or four , 4 represent Five thru eight and 5 represent Nine or more. However, according to this study the measurement is start at 1 represent one, 2 represent two, 3 represent three or four, 4 represent five thru eight and 5 represent nine and more. Table 3.13 shows the adjustable scoring of Lubben social network scale while Table 3.14 shows the items to measure social networking in this study.

Table 3.13
Scoring of Lubben Social Network Scale

	Less Social Engagement		**More Social Engagement**		
All Questions	1	2	4	5	6

Table 3.14
Items to measure Entrepreneurial Social Networking

No.	**Items**
1.	How many relatives do you see or hear from at least once a month?
2.	How many relatives do you feel at ease with that you can talk about private matters?
3.	How many relatives do you feel close to such that you could call on them for help?
4.	How many of your friend do you see or hear from at least once a month?
5.	How many friends do you feel at ease with that you can talk about private matters?
6.	How many friends do you feel close to such that you could call on them for help?

3.4.5 Measuring Work-Family Conflict

The measurement tool in measuring Work-family conflict is contains of 5 items adopted from Netemeyer and Boles (1996). Dai, Chen and Zhuang (2016) was also adopted the same items to measure work-family conflict in their research.

Table 3.15
Items to measure Work-family Conflict

No.	Items
1.	The amount of time occupied by my business makes it difficult to fulfill my family responsibilities
2.	What I want to do at home is not done because of the demands of my business
3.	The strain caused by my business makes it difficult to fulfill my duties towards family
4.	I need to change my plans for family activities because of work-related duties on business
5.	The demands of my business-work interfere with my home and family time

3.5 VALIDITY AND RELIABILITY

Validity and realibility are the extent to which a scale or set of measures accurately represents the concept of interest, or in other words, the extent to which research is accurate (Sekaran, 2003). The content validity or the logical validity is the extent to which a measurement represents facets of the given construct (Hair et al., 2010). The validity of a scale may be considered as The extent to which differences in observed scale scores reflect true differences among objects on the characteristic being measured, rather than systematic or random error are the reasons the validity process have to be considered.

As for this study, validity test was performed to ensure that the instruments used is measuring what it intends to measure. The validity process includes the internal and external validity test whereby, according to Zikmund et.al, (2013), internal validity exists to the extent that an experimental variable is truly responsible for any variance in the dependent variable while external validity is refer to the accuracy with which experimental results can be generalized beyond the experimental subject. Three broad headings of validity tests comprise of content validity, criterion-related validity, and face validity, yet two most commonly used and accepted in business research are content or face validity, and construct validity.However, validity is seen now as a single untary concept rather than the three types and validity is the degree to which all the avidence points to the intended interpretation of test scores for the proposed purpose (Creswell, 2012).

Content validity is the assessment of the degree of correspondence between the items selected to constitute a summated scale and its conceptual definition (Hair et al., 2010). In other words, the more the scale items represent the domain or universe of the concept being measured, the greater the content validity (Sekaran & Bougie, 2010). This form of validity, also known as face validity (Malhotra & Birks, 2008; Sekaran & Bougie, 2010), is considered as a basic and minimum index of construct validity (Sekaran & Bougie, 2010), despite being a weak form of validity (Borden & Abbott, 2011). It is also a subjective but systematic evaluation of how well the content of a scale represents the measurement task at hand where the researcher or someone else examines whether the scale items adequately cover the entire domain of the construct being measured (Malhotra & Birks, 2008).

In this study, the content validity is done during the pre test while construct validity which known as convergent validity and the discriminant validity process during the analysis using the PLS-SEM.The content validity or the logical validity is the extent to which a measurement represents facets of the given construct, testing the content validity of instruments for this particular study. Usually done by an experts from the field to ensure that the instruments use has fullfiled the purpose.

The construct validity is the extent to which a set of items in an instrument represents the latent construct to be measured. It is the most important validity in the social science studies (Gliem & Gliem, 2003). If the measurement model shows an acceptable level of model fit, it is an evidence for the availability of construct validity (Hair et al., 2010). In this study, the convergent validity and the discriminant validity were assessed by using the information generated by the measurement model.

The statistically significant factor loadings indicate that they converge on the latent construct. The standardized factor loadings greater than .7 are the ideal indicators. The loadings between .5 and .7 are good indicators. The statistically significant factor loadings less than .5 are acceptable but less preferable because the portion of the variance not explained is greater than the portion explained. The average variance extracted is another important indicator of the convergent validity. It is calculated by dividing the sum of all the squared standardized factor loadings by the number of items as shown in the following formula.

The average variance extracted greater than .5 is considered as an indicator of the adequate convergence. Though the values less than .5 are acceptable, they are less preferable for the reason that the error variance is greater than the variance explained (Hair et. al., 2010).

Establishing the validity and reliability of the survey instruments is essential before it could be used in the study. Validity and reliability are two frequently encountered concepts in the measurement and evaluation. Validity refers to the extent to which a measurement tool actually measures the construct that it is supposed to measure. Validity provides the answer to the scale purpose. Earlier researchers for reliability and validity have tested all of the constructs which were used in this study. In this study, certain tests were carried out in line with appropriate statistical analysis.

The measure is considered reliable if the results of a measure can be repeated and gives consistent results. According to Gliem & Gliem (2003) the reliability is also the extent that a measure is free from error. Reliability measures were used for all scales employed. Alpha coefficient is one of the tests of reliability as that measures the proportion of the scale's total variance that is attributable to a common source, presumably the true score of the latent variable underlying the item. A goal of good research is to have measures or observations that are reliable and several factors can result in unreliable data when the questions on instruments are ambigious and unclear, procedures of test administration bary and are not standardized and participants are fatigued, nervous, misinterpret questions or guess on tests (Rudner, 1993 cited by Creswell, 2012) variance when the score is greater than 0.70. Table 3.16 shows the rules of thumb on cronbach's alpha coefficient size.

Table 3.16
Rules of Thumb about Cronbach's Alpha Coefficient Size

Alpha Coefficient Range	Strength of Association
<0.5	Unacceptable
<0.6	Poor
0.6 to <0.7	Moderate
07 to < 0.8	Good
08 to < 0.9	Very Good
0.9	Excellent

Source : Hair et al. (2010)

3.6 PRE TEST

The purpose of the pre-test was to assist the researcher in determining the strengths and weaknesses of the questionnaire as it related to question format, wording and order. Conducting the pre-test was also consistent with Nunnally's (1978) (as cited by Bakar, 2014) recommendation that subjective assessments be made of a survey instruments to ensure that the questions are understandable, and that the scale items represent the underlying construct of interest.

The first pre-testing began on 20th November 2015 when questionnaire forms were distributed to three UUM's academics with PhD qualification from entrepreneurship programme and business management department. One of them was former dean and another two had a wide experiences serving as programme chairs. Pre-testing was conducted primarily for the purpose of ensuring that questionnaire items that relate to each variable were compatible with local context, easily understood by potential respondents and to eliminate the existence of elements of ambiguity and bias in the questions. This process is important as according to (Hardy & Ford, 2014; Sekaran, 2003), the presence of difficult to understand, vague and ambiguous words or terms in items could be misinterpreted and may induce measurement error. The measurement error resulted when responses given were inaccurate and different from true value or answers intended by the respondents due to poor instrumentations design.

The second phase of pre testing was conducted in August 2016 to further improve the survey questionnaire's content and face validities. It was also done to examine the questionnaire in greater detail specifically on its flow, clarity and understandability as well as to detect and change awkward or confusing wordsm hence further helped to reduce potential for measurement error. During the pre-test, the participants were asked to evaluate the questions on how well they measured the subject of interest. They will also mark the questions they found confusing or unclear. After the pre-test is completed, the researcher will diagnose the problems and revise the wording of questions to solve problems. A clear, easy answering, comprehensive, professional survey will be obtained. Face and content validity of the questionnaire will be achieve through this pre-test.

3.7 PILOT TEST

The pre test and pilot test are essential in assessing the face validity, content validity and the reliability of the items that have been developed with regard to the responses drawn from reasonable samples of the target population. The survey questionnaire was pilot tested with a group of 30 successful women owners/managers. The entrepreneurs are randomly chosen as long as registered with the CCM.

Although the items adopted were previously validated by the past researches, revalidation of contents and reassessment of reliability are strongly recommended especially when the instruments eventhough measuring the same attributes, have been used in different contexts, conditions and on different group of respondents (Hair et al., 2010a). The reliability test is also conducted during the pre-test to find out whether the data collecting means prove their accuracy, stability, or consistency level in revealing particular indications of a group of people. The test is complete after finding the Cronbach.

A reliability test was conducted to examine the internal consistency of the instruments employed in this study: alertness, self-efficacy, social networking, work-family conflict and success. All the constructs used in this study have achieved the acceptable level of reliability (Hair et al., 2010). Table 3.17 shows a summary on total number of items for each instrument and their reliability coefficient based on pilot study conducted (30 respondents).

Table 3.17
Summary on total number of items for each instrument and their reliability coefficient

No.	**Instruments**	**Number of items**	**Cronbach's Alpha Value**
1.	Alertness	13	0.895
2.	Self-efficacy	10	0.708
3.	Social Networking	6	0.899
4.	Success	19	0.908
5.	Work-family Conflict	5	0.949

Referring Table 3.17, it could be concluded that the reliability coefficient analyse through SPSS (version 21) was found higher than the minimum cutoff criteria, ranging from 0.71 to 0.95. This suggests that the pilot study provided adequate total numbers of respondents.

3.8 DATA COLLECTION PROCEDURES

A questionnaires is formulated written set of questions to which respondents record their answers usually within rather closely defined alternative. In this study, the questionnaires, are divided into Part A, B and C. Part A is the independent variables and moderator, while part B which including items on success measure and lastly is part C on the Demographic which consist of personal details.

Keeping in view 40% response rate, a total of 1000 questionnaires were mailed to the successful Malay women entrepreneurs.The link of questionnaires (google docs) were mailed directly to the to the address and also through the email and other social network source while postage mailed were send with stamped self-addressed envelopes for the convenient return of the questionnaires.

A brief introduction regarding the study and its purpose was printed on the questionnaires. Telephone numbers and e-mails of the researcher and the supervisor were provided for further clarifications regarding the study and the respondents were assured of anonymity with respect to their response. The geographical flexibility of mail survey is claimed by (Zikmund, 2003). The other benefit apart from cost reduction will be the respondent's convenience. The follow-up emails were also sent to the respondents

3.9 NON RESPONSE BIAS

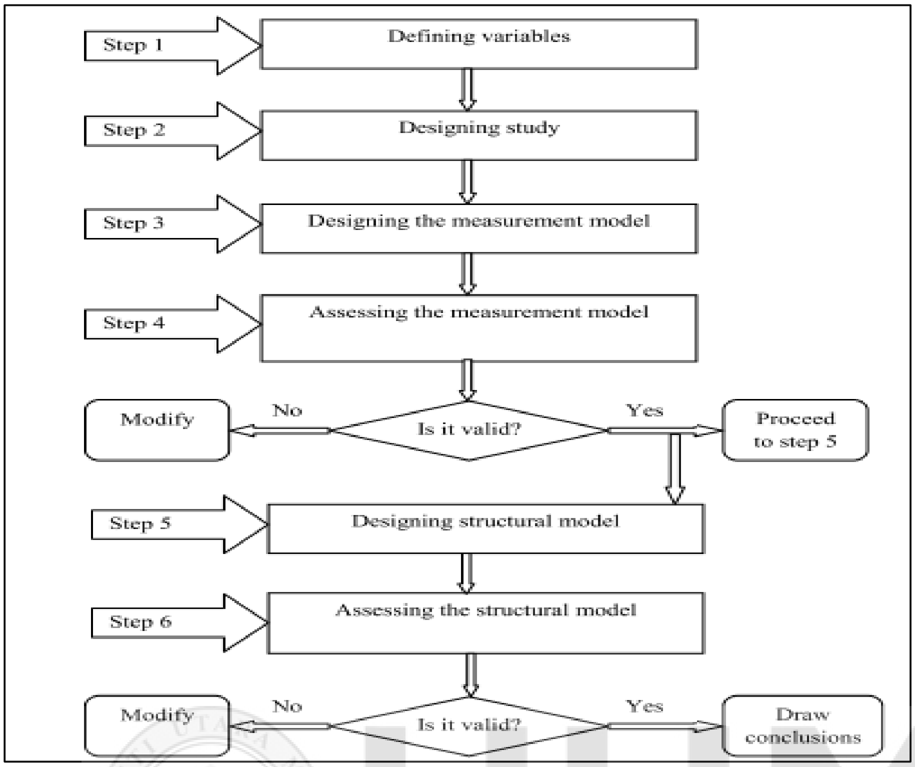
According to Sauro and Lewis (2011), reverse coding or alternating-item wording is to solve and reduce acquiescent-bias when respondents broadly auto-piloting and concur with all items which end-up all answers with 4 and 5. Reverse coding also to reduce extreme-response-bias in the situation when the respondents give all the same scale readings like all 5 or all 1. This later bias is similar to the former bias with an exception where respondents generally choose the extreme score for most or all questions. Thus, by having negative questions within each group of items, respondents are obliged to ponder the question carefully and deliver correct responses with minimised biases (Sauro & Lewis, 2011).

3.10 DATA ANALYSIS

The studies suggest that structural equal modeling is particularly useful for the development and testing of theories (Hair, Hult, Ringle, & Sarstedt, 2014; Henseler et al., 2014, Ramayah, Cheah & Chuah,2016). In this study the data is analyze through the SEM-PLS (Path Least Square) of Smart PLS version 3.0.

3.10.1 The Process of Structural Equation Model Testing Estimating

There are few sequential steps which is a complex process in estimating the research models by using the SEM-PLS. Adherence to these logical steps is essential for an effective testing of a complex research model (Hair, Hult, Ringle, & Sarstedt, 2014) . For the purpose of testing the research models, this study followed the six-step process presented by Hair et al. (2010) as shown in Figure 3.2.



Source: Hair et al. (2010)

Figure 3.2

The Process of Structural Equation Model Testing

The process is a straightforward and all inclusive. Therefore, it is appropriate for testing the complex model of this study with multiple relationships. SEM-PLS is a considerably complex statistical technique for assessing relations between constructs, including latent variables (LVs) and observed variables. LVs represent conceptual terms used to express theoretical concepts or phenomena. Observed variables, also referred to as; measures, indicators or items, are the variables that are measured directly.

According to Hair et al., (1998) the variance-inflation-factor (VIF) refers to tolerance's reciprocal. As such, if variance-inflation-factor is large (should be less than 3) there will be large multi-collinearity. It is the collinearity statistics of the SPSS output section where VIF as well as tolerance can be checked.

The degree of multicollinearity among independent variables was assessed by observing the correlation matrix. The multicollinearity exists between two independent variables when the correlation reports greater than .9 (Hair et al., 2010). The other two common measures namely, the tolerance and the Variable Inflation Factor (VIF) were calculated for assessing the impact of multicollinearity. The tolerance factor assesses the amount of the variance unexplained by the other independent variables. Therefore, the tolerance is calculated as 1- R^2 and the higher the value the lower the multicollinearity. The cut off mark for the tolerance was considered as 1. The variable inflation factor is calculated as the inverse of the tolerance factor. The high VIF values indicate existence of multicollinearity. The VIF values greater than 5 were considered as variables with multicollinearity (Hair et al., 2010a).

3.10.2 Designing the Measurement Model

The measurement model specifies the measurement theory on which the research model is based. At this stage, the latent constructs and their relationships with items that measure the variable are to be specified. The measurement model represents the confirmatory factor analysis part of the full structural equation model. The designing of the model needs special attention on the unidimensionality and the number of indicators per construct (Hair et al., 2010).The unidimensionality of a measure exists when a set of indicators of a construct describe only that construct. It is very important in survey research to ensure the validity of the measurement theory. Therefore, the unidimensionality should be given the due attention though the scales used in a study are well established.

Hair et al. (2010) emphasized on a poor practice followed by the researchers to design separate measurement models for each construct. This is not appropriate though the model fit of separate measurement models can easily improve the model fit compared to a single model with all variables. The construct validity is also problematic in the separate models.This study designed a measurement model which consist of both the unidimension variables and multidimension variable. The model is design as in Figure 3.3.

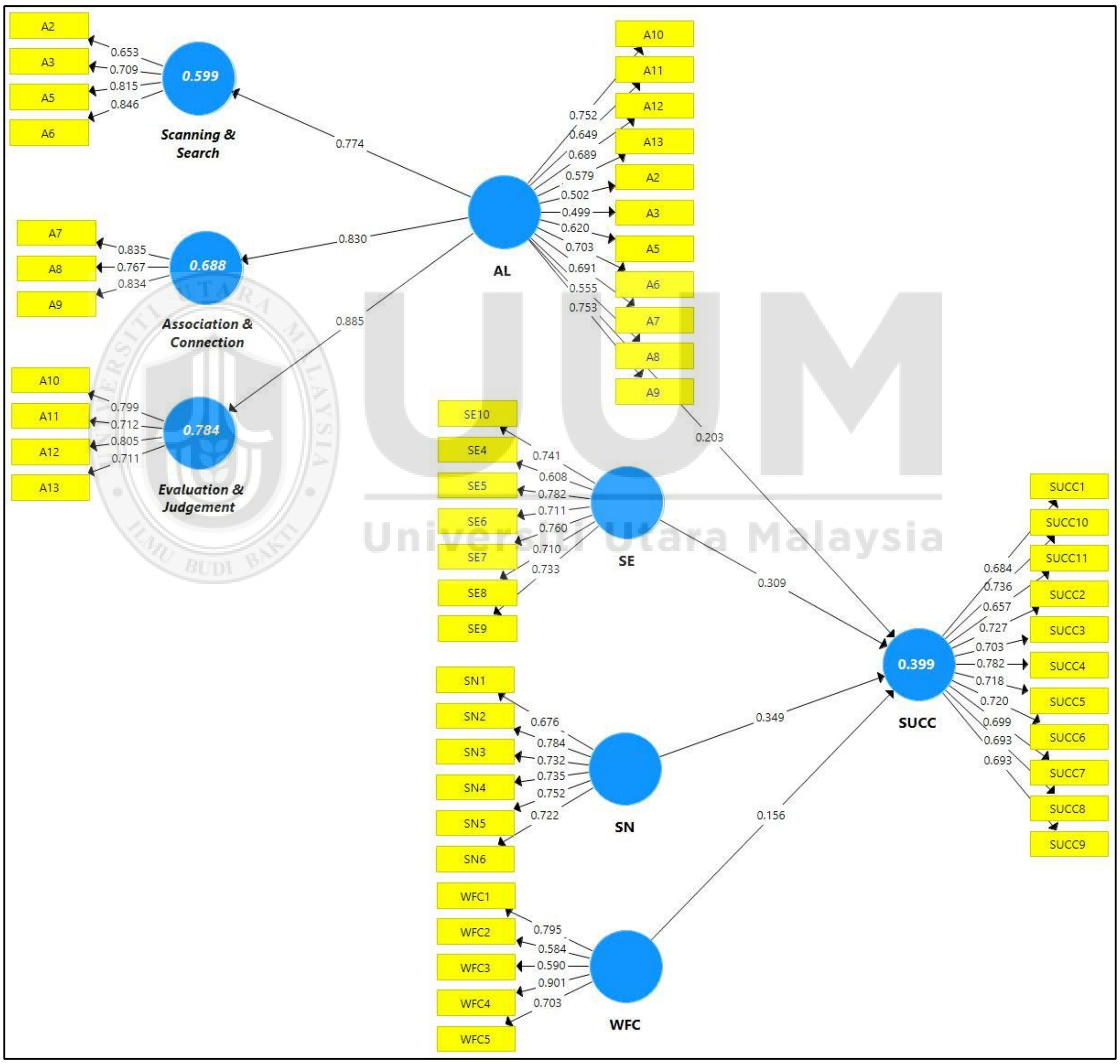


Figure 3.3
Designing the Measurement Model

As shown in Figure 3.3, the latent variables in this study are Alertness, Self-efficacy, Social Networking, Work-family Conflict (WFC) and Malay women entrepreneurs' success. All the latent variables are unidimension except for alertness. Alertness is a multidimension variable consist of three latent variable namely the "scanning and search", "association and connection" and "evaluation and judgement". In this model, there are 53 indicators that represent 8 latent variables accordingly.

The number of indicators for measuring a latent construct is an important concern in designing the measurement model. The optimal number of indicators should be selected because more or less indicators may create problems in the analysis. A large number of indicators per construct may improve the reliability but reduce the parsimony of the model. It also does not produce unidimensionality and demands large samples for the analysis.

Less than three indicators per construct may result in under identified or just identified models which do not test a theory. Therefore, at least, three to four indicators per construct are recommended for statistical identification of the model (Hair et al., 2010). Practically, there are a large number of indicators per construct in many of the standard measures used in the survey research. The item parcelling is more common in structural equation modeling for reducing the number of items per construct to an optimal number.

3.10.3 Assessing the Measurement Model

The assessment of the measurement model was conducted in two steps in the study. Firstly, the overall model fit of the measurement model was evaluated (in previous topic of designing model). Secondly, the validity and the reliability of the model were assessed (Byrne, 2010; Hair et al., 2010). The research model of the present study has 53 observed items (variable) and the sample size equals to 220.

This study hypothesizes that alertness, self-efficacy, social networking and work-family conflict are the predictors of Malay women entrepreneurs' success. In addition, the relationships between the independent variables (alertness, self-efficacy & social networking) and dependent variable (women entrepreneurial success) are moderated by the presence of work-family conflict. Consequently, the hypothesized model of this study has four exogenous variables and one endogenous variables. It tests four direct relationships, and three moderating relationships. The total number of hypotheses established in the model was seven. The path diagram for the full research model showing the direct relationship is as depicted in the Figure 3.4.

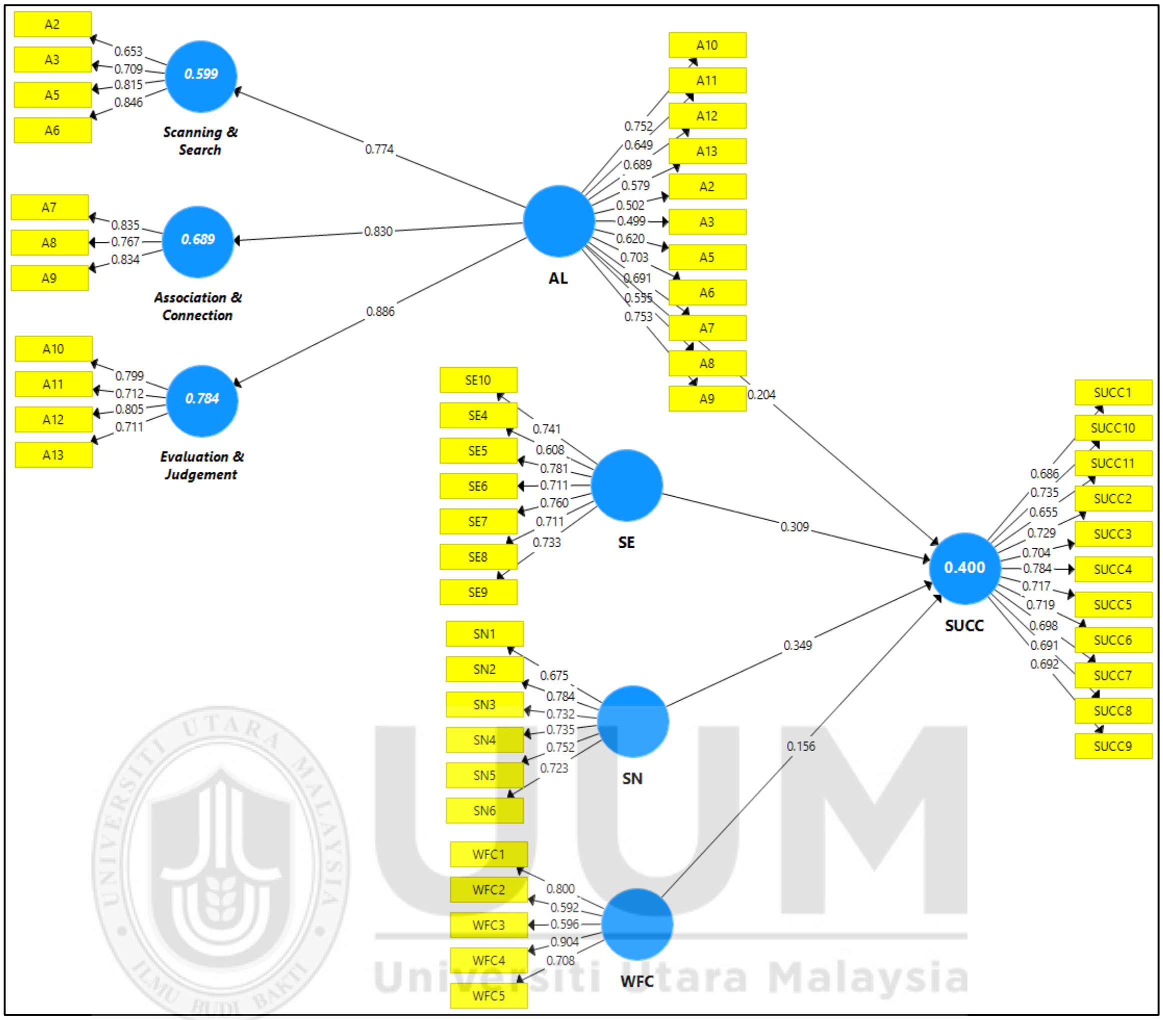


Figure 3.4
Model using the Path Least Square Model

Refering to Figure 3.4, one of the variable in this study, which is alertness is a multidimensional variable. Further explaination of this variable and assessment will be in the next topic (Assessment of Second Order Constructs).

3.10.3.1 Assessment of Reflective Measurement Model

There are three main assessment criteria needed in the reflective measurement model namely internal consistent reliability, convergent validity (indicator reliability/outer loadings and AVE) and discriminant validity.

In the assessment of reflective measurement model (stage 1), three main assessment criteria are needed at the outset. These three assessments are the internal consistency reliability, convergent validity (indicator reliability/outer loading and average variance extracted) and discriminant validity.

i. Internal Consistency Reliability

In the past, Cronbach's alpha (α) was predominantly used to measure internal consistency of the data. A construct with high cronbach's alpha value indicates the items within the construct have similar range and meaning (Cronbach, 1971). In other words, it provides an estimate of the reliability based on inter-correlation of the observed indicators.

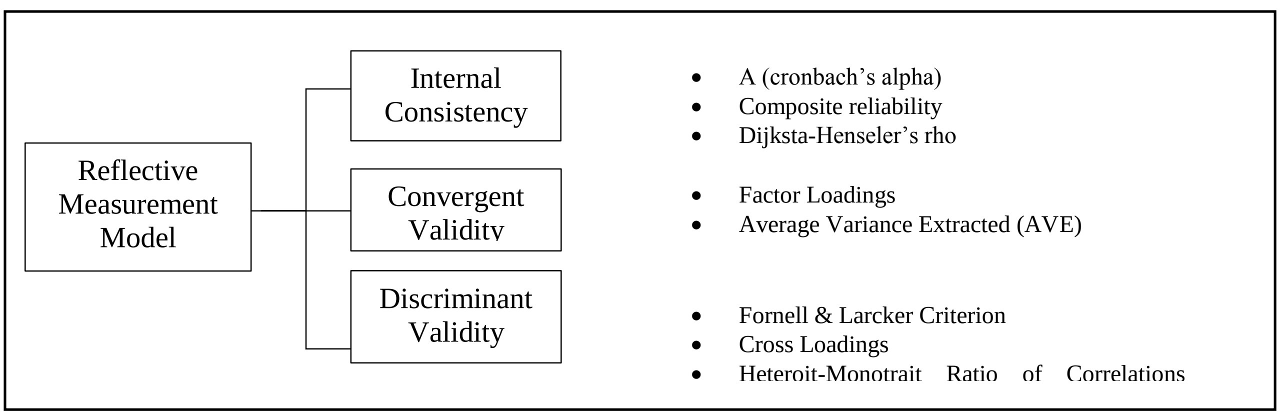


Figure 3.5
Reflective Model Assessment

The acceptable values for the composite reliability are as follows

(a) Values greater than 0.60 are acceptable in exploratory research

(b) Values between 0.70 to 0.90 can be regarded as satisfactory

(c) Values of greater than 0.90 are not desirable because it indicates that all the indicators are measuring the phenomenon and are unlikely to constitute valid reliability assessment of a construct.

Indicator Reliability (Outer Loadings)

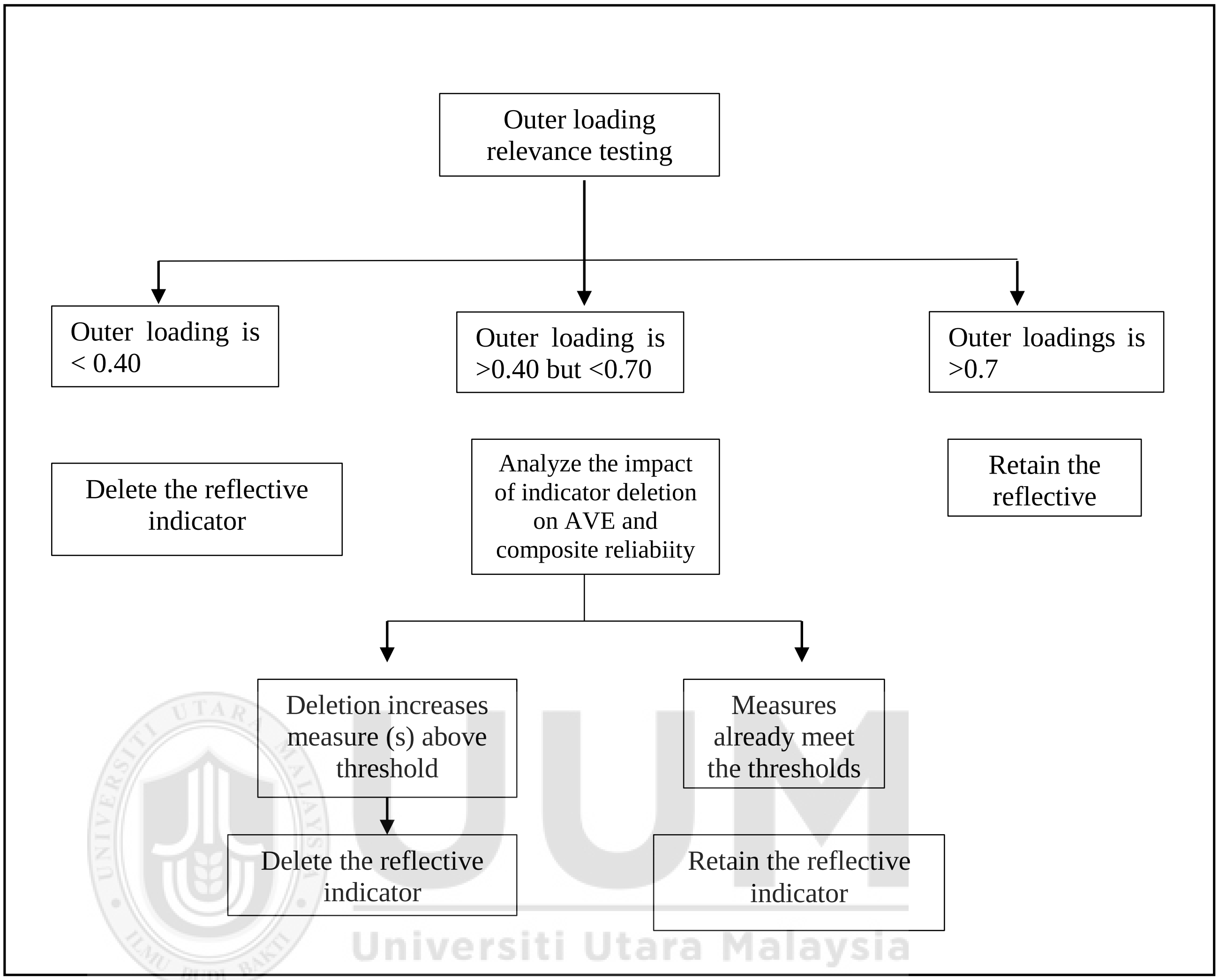
When assessing indicator reliability, the purpose is to evaluate the extent to which an indicator or a set of indicators is consistent with what it intends to measure (Ubach & Ahlemann, 2010). The indicator reliability denotes the proportion of indicator variance that is explained by the latent variable. The acceptable values for indicator reliability are as follows :

- Loading values equal to and greater than 0.4 are acceptable, if the summation of loadings results in high loading scores, contributing to average variance extracted (AVE) scores of greater than 0.5 (Hulland,1999).
- Loading values equal to and greater than 0.5 are acceptable, if the summation of loadings results in high loading scores, contributing to AVE scores of greater than 0.5 (Byrne,2016)
- Loading values equal to and greater than 0.6 are acceptable, if the summation of loadings results in high loading scores, contributing to AVE scores of greater than 0.6 (Byrne, 2016)
- Loading values equal to and greater than 0.7 (Hair et al.,2010)

- Loading values equal to and greater than 0.708, indicating latent variable is able to explain at least 50 percent of indicator's variance (Hair, Black, Babin & Anderson, 2017)

Convergent Validity

Convergent validity involves the degree to which individual indicators reflect a construct converging in comparison to indicators measuring other constructs. As for Hair et al.(2014), it is known as AVE. AVE is a grand mean value of the squared loadings of all indicators associated with the construct. In other words it is degree to which a latent construct explains the variance of its indicators (Hair et al.,2017). In order to achieve adequate convergent validity, each construct should account for at least 50 percent of the assigned indicators' variance (AVE ≥0.50) (Bagozzi & Yi,1988; Fornell & Larcker,1981; Hair et al.,2017). Researchers should follow guidelines on when to delete or retainindicators using AVE as the reference shown in Figure 3.6.



Source : Hair et al.,(2017).A Primer on Partial Least Squares Structural Equation Modeling (PLS-SEM)

Figure 3.6

Deletion and Retaining of indicator based on AVE

3.10.3.2 Assessment of Higher Order Construct

In the assessment of reflective-reflective second order construct, there are three required steps. The first step is to assess the convergent validity of the second order model. The second step is to address collinearity issues while the third step is to assess the significance and relevance of the reflective indicators. Convergent validity is the extent to which a measure correlates positively with other measures (indicators) of the same construct. To evaluate reflective-reflective second order, the analysis is known as the redundancy analysis. The redundancy analysis can be achieved by using the alertness latent as the exogenous latent variable predicting the same construct operationalized by all the reflective indicators (dimensions of alertness). The analysis is also known as the repeated second order. In this study, the reflective variable is alertness and the example of the redundancy analysis for Convergent Validity Assessment is as shown in Figure 3.5. The independent variable, namely alertness was formed by three dimensions which are scanning and search, association and connection, and evaluation and judgement.

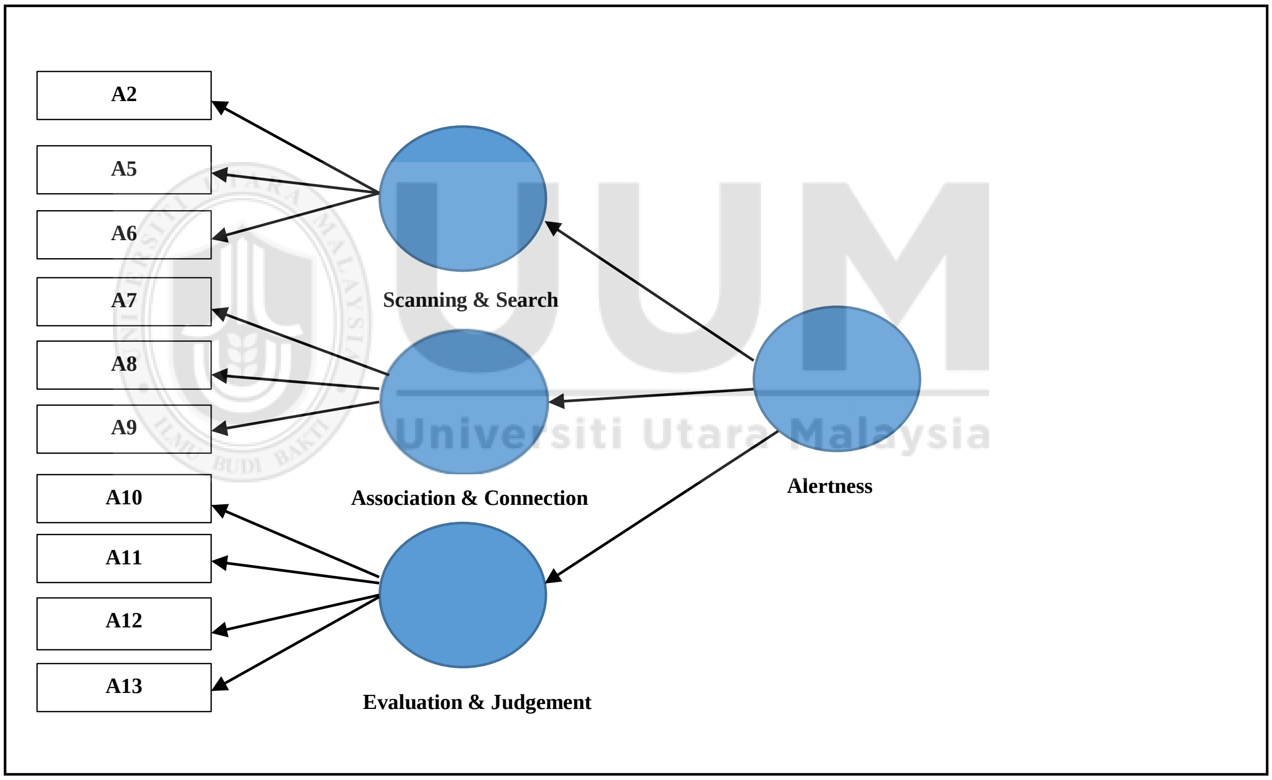


Figure 3.7
The Assessment of First and Second Order: Alertness

3.10.4 Assesing the Structural Model

The identification of the structural model is mandatory for a successful model testing. The under identified or the just identified models are not capable of testing the structural paths. The process of model identification is problematic when the model is non-recursive, the size of the sample is inadequate, and there are less than three items per construct (Hair et al., 2010). This study does not use the constructs that are both cause and effect of other variables therefore the model is recursive. The sample size was 220, which is adequate for the structural equation analysis. Moreover, all constructs of the measurement model has not less than three indicators.

The structural model specifies the theoretical model on which the relationships of latent constructs and hypotheses of the study are based. The designing process of the structural model involves representing the hypothesized model by a visual path diagram. The path diagram should specify the exogenous and endogenous variables, the interactive relationships among them, and the hypotheses to be tested. Moreover, it should depict the fixed and the constrained paths of the model and the covariance among exogenous constructs. In this step, the structural paths are to be combined with the measurement model that was previously validated.

This study hypothesizes that alertness, self-efficacy, social networking and work-family conflict are the predictors of success. In addition, the relationships between the independent variables (alertness, self-efficacy & social networking) and dependent variable (women entrepreneurial success) are moderated by the presence of work-family conflict.

Consequently, the hypothesized model of this study has four exogenous variables and one endogenous variables. It tests four direct relationships, and three moderating relationships. The total number of hypotheses established in the model was seven (7).

3.10.5 Testing Moderating Effects

Continuous Moderator Effects

The interaction variable in this study is work-family conflict which is a continuous moderator. Cause-effect relationships in a PLS path model imply that exogenous latent variables directly affect endogenous latent variables without any systematic influences of other variables. The other moderator is known as categorical moderator that implemented to comparing PLS path models across two or more groups of data to see whether different parameter estimates occur for each group. In many situations, however, researchers have a continuous (rather than a categorical) moderator variable that they believe can affect the strength of one specific relationship between two latent variables. Moderators may also change the direction of relationships.

Moderating effects in this study are suggested by variables whose variation influences the strength or the direction of a relationship between an exogeneours and an endogeneous variable. The test of moderation hypothesis depends on whether a moderating variable is a continuous moderating variable or a categorical moderating variable. Moderator variable is a continuous variable when it is an actual measurement (objective) or scaled items (likert scale) and categorical (gender or social class) in nature.In this study, the moderator is a continuous variable. Figure 3.4 show a simple moderation model with a single moderator variable named M which influencing the size of X’s effect on Y.

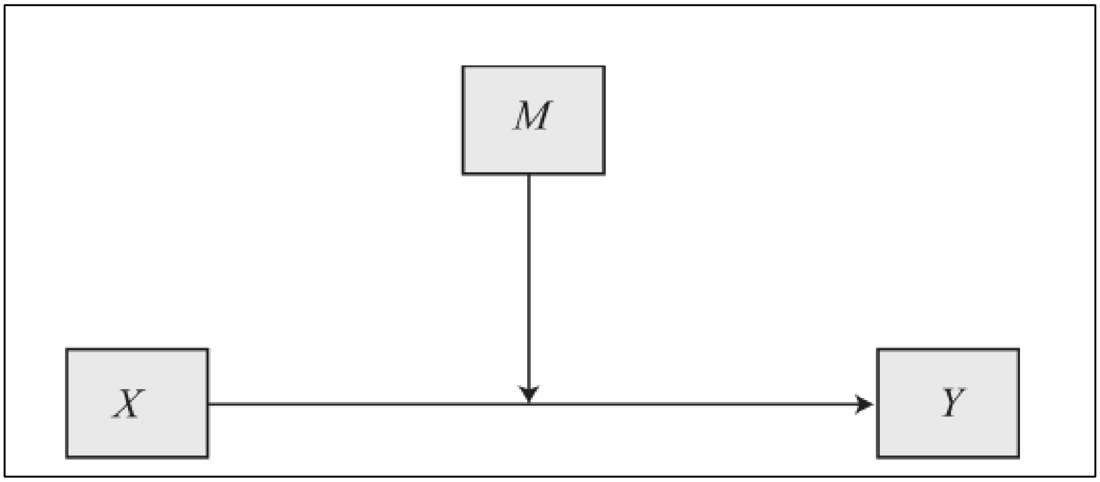


Figure 3.8
A simple moderation model with a single moderator variable M influencing the size of X's effect on Y.
Source: Hayes, 2013

The effect of a moderating variable is characterized statistically as an interaction. As suggested by (Sharma, Durand, & Gur-Arie, 1981)the first step to identify moderator variable is by establishing a significant interaction between the proposed moderator (work-family conflict) and other variables (alertness, self-efficacy & social networking) exist. Bootstrapping approach is design to cover on the issue of multivariate non-normality in particular of non-continuous variables (Byrne, 2010b). This approach is agreeable by many scholars in social sciences stream (Byrne, Baron, & Balev, 1998; West, Finch, & Curran, 1995; Zhu, 1997). The basic principle of bootstrapping is its ability to create multiple subsamples and simultaneously examine the parameter distributions. Indeed, the distribution is concrete and enables comparison of repeated samples' and parametric values

The rules of thumb for the bootstrap routine have been stated that the number of bootstrap samples must be larger than the number of valid observations in the original data set but should be higher; generally, 5,000 bootstrap samples are recommended. Other than that, the number of the number of observations (or cases) of each bootstrapping sub sample must be exactly as large as the number of valid observations in the original data set.

The bootstrap routine provides the standard error of an estimated coefficient. This information allows you to determine the empirical t value. As the t distribution is well approximated by the normal distribution for more than 30 observations, the quantiles from a normal distribution can generally be used for significance testing. Popular critical (theoretical) t values for a two-tailed test are 1.65 (a= 0.10), 1.96 (a= 0.05), or 2.57 (a= 0.01). If the empirical t value is higher than the critical t value at a selected a level, then the coefficient is significantly different from zero.Use the no sign change option to obtain the most conservative empirical t values when running the bootstrap routine. Consider reporting bootstrap confidence intervals

3.11 CHAPTER SUMMARY

Chapter three explained the employment of the research design and research method. It provided an explanation of the population and a rationale for sample selection. The chapter also present the operationalization of the variables, the data collection techniques, and types of data analysis. The validity, reliability and normality tests were described. Regression analysis of the statistical technique and measurement, and the correlation analysis were used to determine the relationships between dependent variable and independent variables. The next chapter will present the data analysis, findings and discussion.

CHAPTER 4

ANALYSIS AND FINDINGS

4.1 INTRODUCTION

The aims of this chapter are to present the results on the questionnaire survey data analysis and the testing of the hypotheses formulated for the study as to achieve the research objectives. The aims of the study are to examine the relationship between alertness, self-efficacy, social networking and Malay women entrepreneurial success as well as the influence of work-family conflict as the moderator. The chapter is divided into several sections. The discussion started with the preliminary analysis of the data (Section 4.2) and followed by the none-response bias test (Section 4.3)

The analysis of the profile of the respondents was done in Section 4.4. Section 4.5 descriptive analysis of the latent constructs, Section 4.6 is the assessment of SEM-PLS model, followed by Section 4.7 the assessment of measurement model. Section 4.8 specifically details out the evaluation of structural model which includes its collinearity assessment, coefficient of determination, path coefficients as well as the models predictive relevance and effect sizes. A summary of hypotheses testing is shown in Section 4.9, and followed by a chapter summary in Section 4.10 which ends the chapter.

4.2 PRELIMINARY ANALYSIS OF THE DATA

Before proceed to the statistical analysis, the raw data is screened to ascertain the accuracy of the input data, any missing observations and outliers.

4.2.1 Data Editing and Coding

The returned questionnaires were checked for completeness and consistency. Incomplete and inconsistent questionnaires were excluded. Missing values and outliers were checked. A closer inspection of the 270 returned questionnaires was conducted. After considering the incomplete and inconsistent questionnaires, 50 out of the total questionnaires received were discarded due to one or more multiple reason(s). Some were rejected due to important missing data, like demographic information, or entire sections of the survey had been left incomplete. An observation was removed from the data file when missing data on a questionnaire exceeded 25% as suggested by (Sekaran, 2003).

At the beginning, the raw data were manually entered into a data file using the IBM SPSS Statistic version 21 whereby all question items were pre-coded with numerical values. Frequency analyses were conducted for each variable to screen for out-of-range values which will be corrected if any out of range values were found.

4.2.2 Data Screening - Missing Values Analysis and Treatment

Data screening is necessary in ensuring that data are correctly entered, and free from outliers. Thus, the data file was thoroughly examined. In PLS-SEM, confirmation to normality is not important as it is a non-parametric analysis, hence it was not addressed at this early stage, though extreme violation might distort the analysis (Hair, Black, Babin, & Anderson, 2010).

Missing data occurs when respondents failed to answer one or more items in the survey. One advantage of using the online survey is the respondents are insistence to answer all the questions without missing any question as the next page button will restricted the respondents to move to next page of the questionnaires set until the page of questionaire's items was completed answered by the respondents.

Since PLS-SEM requires data to be free from missing values, then missing values treatment was conducted. However, at the early stage, researcher already separated the incomplete questionnaires and discarded 50 from 270 questionnaires returned. As to that reason, there was no missing value and according to Hair et al.(2010) each method has their advantages and disadvantages that could lead to the significant influence on the results.

4.2.3 Data Screening - Outliers

Outliers for each indicator items were detected by inspecting the Boxplot as suggested by Pallant (2001). The author further suggested changing the value of outliers to a less extreme value, thus including the person in the analysis but not allowing the score to distort the statistics.

Field (2011) proposed the value to be changed to a higher value plus one. Any scores exceeding the values of ±3 are considered as outliers. If one case is detected having outliers for two or three constructs out of eight constructs, this case should be considered to be removed from the dataset (Hair et al., 2014). However, in this study, only one case were detected having outlier in only two out of 6 constructs respectively Hence, no serious outliers were detected and therefore, no case was removed from the dataset. The boxplot result as shown in the Appendix B.

4.2.4 Analysis of Response Rate

In order to achieve an adequate response rate, 1,000 questionnaires were distributed to the selected Malay women entrepreneurs as explained in the sampling procedure section. Of the 1,000 surveys, 270 were returned, equivalent to a 27% response rate. However, 50 surveys were discarded due to multiple reasons, resulting to an effective sample of 220 usable completed surveys (22% usable response rate) as exhibited in Table 4.2.

The response rate in this research was considered appropriate based on the following reasons. First, the rate of 22% is within the common range of 21 to 50 percent response rate reported in the business ethics research (Randall & Gibson, 1990). Secondly, the rate is higher than other research carried out in the same field in Malaysia such as by Hanafi (2012) which collected 165 questionnaires out of 1040 studied on women-owned SME (individual), while Fuad (2007) collected 150 out of 600 which equal to 25%. Other than that Chai (2014) studied on firms only collected 130 out of 1850 which equal to 7%.

Table 4.1
Analysis of Response Rate

	No.	**%**
Total number of questionnaires mailed	1000	100
Non-response	730	73
Total number of questionnaires returned	270	27
Less: Questionaires discarded for various reasons	(50)	5
Total usable questionnaires	**220**	**22**

4.3 NON-RESPONSE BIAS TEST

A total of 1000 questionnaires were mailed out and sent through online survey in early September 2016. Table 4.1 shows the analysis of response rate of the survey. From the questionnaires received, 220 questionnaires were fit for further analysis, recording a response rate of 22% (refer to Table 4.2). A non-response bias test was conducted by comparing early and late respondents, where late respondents were being used as proxy for non-respondents.

This test was carried out to determine if there were any difference in the response of respondents and non-respondents. Those responding to the questionnaire before the first reminder were categorised as early respondents, while those responding after the first reminder were classified as the late respondents as commonly used by other researchers.

In this study, 100 questionnaires were received before the reminder (45%) and the balance of 120 (55%) were received after the reminder and hence be categorized as late respondents, which were treated as similar to non-respondents.

As mentioned previously, an excel spreadsheet contains all the relevant information about the respondents also enclosed the dates of the mailings. When a response was received, the postmark date on the return envelope also being noted to the survey question received itself. The response were classified as early or late by comparing the postmark date of the returned response to the date of the first reminder. In a SPSS datasheet also, the responses were entered according to the date of responses received. Responses were coded 1 if the postmark occurred before the reminder and 2 if the postmark occurred after the reminder (email and phone call) was conducted. Table 4.2 exhibit the mean and standard deviation of early (first 100) and late (next 120) respondents in this study.

Table 4.2
Mean and standard deviation of early and late respondents

	RESPOND	**N**	**Mean**	**Std. Deviation**
ALERTNESS	FIRST 100	100	4.3315	.42915
	NEXT 120	120	4.2987	.37976
SE	FIRST 100	100	4.4800	.43762
	NEXT 120	120	4.4875	.49562
SN	FIRST 100	100	3.5650	.82467
	NEXT 120	120	3.3625	1.08651
WFC	FIRST 100	100	2.8400	1.29467
	NEXT 120	120	2.8375	1.15074
SUCC	FIRST 100	100	4.2700	.58353
	NEXT 120	120	4.1625	.62900

An independent sample t-test was carried out to determine whether there were significant differences between the mean scores of variables employed in this study received before and after the reminders were sent. Result was interpreted as follows; if the Levene's test for equality of variances (early respondents) was not significant, the equal variances line was used, while if Levene's test was significant, the equal variances not assumed line (late respondents) was used. The results shown in Table 4.3 indicate that there are no significant differences in the two groups being considered at $p>0.05$. Therefore, it can be concluded that non-response bias would not be an issue in this study.

Table 4.3
Non Response bias test for Major Variables (Independent T-test for Post-mail and Online responses)

		Levene's Test for Equality of Variances		**t-test for Equality of Means**		
		F	**Sig.**	**t**	**df**	**Sig. (2-tailed)**
SUCC	Early respondents	.037	.848	1.304	218	.194
	Late respondents			1.313	215.472	.191
ALERTNESS	Early respondents	.763	.383	.602	218	.548
	Late respondents			.595	199.638	.553
SE	Early respondents	3.104	.080	-.118	218	.906
	Late respondents			-.119	217.251	.905
SN	Early respondents	11.678	.001	1.532	218	.127
	Late respondents			1.570	216.203	.118
WFC	Early respondents	7.028	.009	.015	218	.988
	Late respondents			.015	200.108	.988

4.4 THE RESPONDENTS' BACKGROUND STATISTICS

This section presents the profiles of the respondents. As mentioned in Chapter Three, the unit of analysis in this study is individual which are the Malay women registered with the CCM until 2016. Table 4.4 presents a comprehensive view of the respondents' background.

Table 4.4
Profiles of Respondents (n=220)

Variables	**Categories**	**Frequency**	**%**
Age	21-30 years old	50	22.7
	31-40 years old	70	31.8
	41-50 years old	71	32.3
	51 years old and above	29	13.2
Marital Status	Single	24	10.9
	Married	144	65.5
	Single Mother	52	23.6
Academic Level	No Formal education	2	0.9
	PMR	2	0.9
	SPM	38	17.3
	STPM/Diploma/Certificate	92	41.8
	First Degree/Master/PHD	86	39.1
Family members are entrepreneurs	Yes	137	62.3
	No	83	37.7
Duration in business	3-5 years	67	30.4
	5-7 years	93	42.3
	More than 7 years	60	27.3
Total employees	Less than 5 persons	134	60.9
	Less than 75 persons	66	30
	Less than 200 persons	18	8.2
	More than 200 persons	2	0.9
Online Business	Yes	122	55.5
	No	98	44.5
Business Sector	Production and Manufacturing	45	20.5
	Food & Beverages	55	25
	Retails, services & Wholesale	81	36.8
	Agriculture	13	5.9
	Educational, Health, Professional & Telecommunication services	15	6.8
	Construction & Logistics	10	4.5
	Tourism & Hospitality	1	0.5

Table 4.4 (continued)

Business Location (centre)	Northern (Pulau Pinang, Perlis, Kedah)	49	22.3
	East (Terengganu, Kelantan, Pahang)	41	18.6
	West (Perak, Selangor, Kuala Lumpur, Putrajaya)	63	28.6
	South (Johor, Melaka , Negeri Sembilan)	50	22.7
	Sabah/Sarawak	17	7.7
Ownership	Sole proprietorships	175	79.5
	Joint ownership	45	20.5

As a result, about 22.7% was found to be in the age category of 21 to 30 years-old, which represents the youngest age group. 32.3% fall within the age group of 41 to 50 years old, while another 31.8% are within the age range of 31 to 40. Only 13.2% are more than 51 years of age.

Majority (65.5%) are married while 10.9% are single and 23.6% are widowed/divorced. 0.9% do not get any formal education and another 0.9% with PMR/SRP. 17.3% qualified with SPM/MCE while 41.8% have STPM and other qualification such as Diploma and certificate. 39.1% posses upper education level such as degree,master and PhD.

Majority of the respondents (62.3%) have family members in entrepreneurship field while the remaining 37.7% do not have family that are entrepreneurs. 39.5% of the respondents have less than 5 employees while 21.4% do not hire employee. 30% have less than 75 employees, 8.2 % have less than 200 employees and only 0.9% have more than 200 employees. There are 55.5% respondents that do online in business while 44.5% do not use online business.

Duration in the business are separated into three terms which majority of the respondents are in the 5 to 7 years term of duration in business which equal to 93 respondents about 42.3% while 67 are in term of 3 to 5 years term equal to 30.4% and 60 respondents which equal to 27.3% are running the business for more than 7 years.

Next, is the total employees.Total employees are according to the definition of business which could interprete the size of the business whether it is a micro, small, medium or large entreprises. 21.4 % which equal to 47 respondents do not hire any employee. 87 of the respondents which equal to 39.5% have less than 5 employees, 66 respondents have less than 75 employees, 18 respondents equal to 8.2% have less than 200 employess while only 2 respondents have more than 200 employee which equal to 0.9%. Following this is the whether respondents are using online business or not. Result shows that majority of the respondents are doing online business which equal to 122 respondents at 55.5% and 44.5% equal to 98 respondents are not involve in online business.

In the business sector, 36.8% which equal to 81 respondents are in Retails, Services and Wholesale while 25% which equal to 55 respondents in Food and Beverages. Production and Manufacturing is 20.5% equal to 45 respondents. In the Agriculture sector is 13 respondents which equal to 5.9%, Educational, Health, Professional & Telecommunication Services at 6.8% equal to 15 respondents, Construction & Logistics is 4.5% equal to 10 respondents and only 1 respondents in the Tourism & Hospitality sector which equal to 0.5%.

The business location or centre is divided to 5 region which are Northern (Pulau Pinang, Perlis, Kedah) is 22.3% or equal to 49 respondents. 28.6% equal to 63 respondents are from West (Perak, Selangor, Kuala Lumpur, Putrajaya) while 50 respondents qual to 22.7% from South (Johor, Melaka, Negeri Sembilan). 41 respondents equal to 18.6% are from East (Terengganu, Kelantan, Pahang) and only 17 respondents equal to 7.7% are from Sabah/Sarawak.

Majority of the respondents are the sole proprietorships which equal to 175 respondents (79.5%) while the other 45 respondents (20.5%) are joint ownership where the respondents owned the business more than 50% and actively play the role in managing and run the business.

4.5 DESCRIPTIVE ANALYSIS OF THE LATENT CONSTRUCTS

The descriptive statistics (mean, standard deviation, minimum and maximum) of constructs or dimensions are presented in Table 4.5. Exhibited also are the skewness and kurtosis values for each construct. As illustrated, skewness fall within the range of -1.57 to 0.44, while kurtosis values are within the range of -.59 to 2.16, indicating that the dataset do not violate the normality assumption.

Table 4.5
Descriptive Statistics of Each Construct

		AL	SE	SN	WFC	SUCC
N	**Valid**	220	220	220	220	220
	Missing	0	0	0	0	0
Mean		4.3136	4.4841	3.489	2.8386	4.2114
Mean Std. Error		.02713	.03163	.05631	.08194	.04111
Variance		.162	.220	.698	1.477	.372
Std. Deviation		.4024	.4691	.8352	1.2154	.6097
Skewness		-1.089	-.706	-.322	.020	-.810
Std. Error of Skewness		.164	.164	.164	.164	.164
Kurtosis		1.515	-.015	-.459	-1.440	.641
Std. Error of Kurtosis		.327	.327	.327	.327	.327
Minimum		2.00	3.00	1.00	1.00	2.00
Maximum		5.00	5.00	5.00	5.00	5.00

Though PLS-SEM does not require data to be normally distributed, but a highly skewed data can cause issues in the estimation of significance levels (Hair et al., 2014). Therefore, normality test was conducted in this study, and the results show that normality would not influence the estimation of significance levels.

In general, the successful Malay women entrepreneurs seemed to be more self-efficacy (m=4.4841, sd=.4691) than alertness (m=4.3136, sd=.4023). Social networking of successful Malay women entrepreneurs deemed to have more socialize with the family and friends (m= 3.489, sd= .8352). Successful Malay women entrepreneurs mostly not facing the work-family conflict (m= 2.8386 ,sd=1.2154). The definition of success by Malay women entrepreneurs are more towards satisfaction and achievement (m=4.2114, sd =.6097). According to Field (2009), further affirms that if the sample size is more than 200, it would be sufficient to assess normality by inspecting the value of skewness and kurtosis.

4.6 ASSESSMENT OF PLS-SEM PATH MODEL RESULTS

The present study employed a two-step process for evaluating and reporting PLS-SEM results (Henseler *et al*., 2009). It is important to state that according to Henseler and Sarstedt, (2013) and Hair *et al*., (2014) the goodness-of-fit (GoF) index is not suitable for model validation as the GoF could not separate the valid and invalid models; this evidence was provided in a simulated study that was conducted by using PLS path models (Hair, Ringle, & Sarstedt, 2013).

Therefore, the present study adopted two-step approach as recommended by Henseler, Ringle, and Sinkovics, (2009) for the evaluation and reporting of the results of PLS-SEM path models. The two-step process consists of (1) assessment of measurement model and (2) assessment of structural model.

4.7 ASSESSING THE MEASUREMENT MODEL

The two main criteria used to test the goodness of measures are validity and reliability. Validity is a test of how well a developed instrument measures the particular concept that it intends to measure, whereas reliability is a test of how consistently a measuring instrument measures whatever concept it is measuring (Field, 2011).

Construct validity testifies how well the results obtained from the use of measure fit the theories around which the test is designed (Field, 2011). This can be done by examining two important components known as convergent and discriminant validity. However, in PLS-SEM, the elements of the model are separately evaluated based on certain quality criteria, depending on whether it is a reflective or formative measurement model. As this study employs a reflective measurement model for all its constructs, its assessment includes composite reliability to evaluate internal consistency, individual indicator reliability, and average variance extracted (AVE) to evaluate convergence validity. Besides, the Fornell-Larcker criterion and cross-loadings are used to assess discriminant validity.

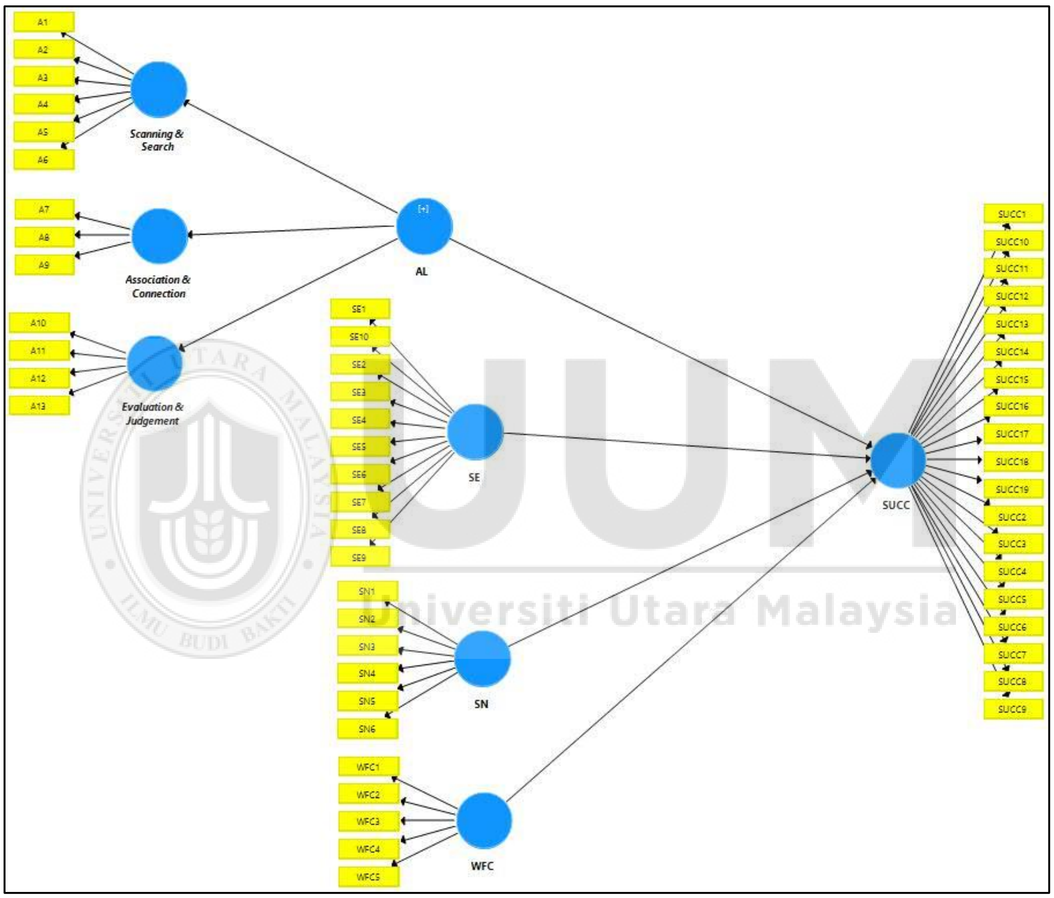


Figure 4.1
Full Model of Direct relationship between the IV, MV and DV

The model in Figure 4.1 is a full and completed model with all the items and constructs studied in this research. According to Hair *et al*., (2014); Hair *et al*., (2010); and Henseler *et al*., (2009) for assessing measurement model; researchers need to i) determine individual item reliability, ii) determine internal consistency, content validity, convergent validity and discriminant validity. Following these instructions each of these steps were performed and the details are provided as display in the figure.

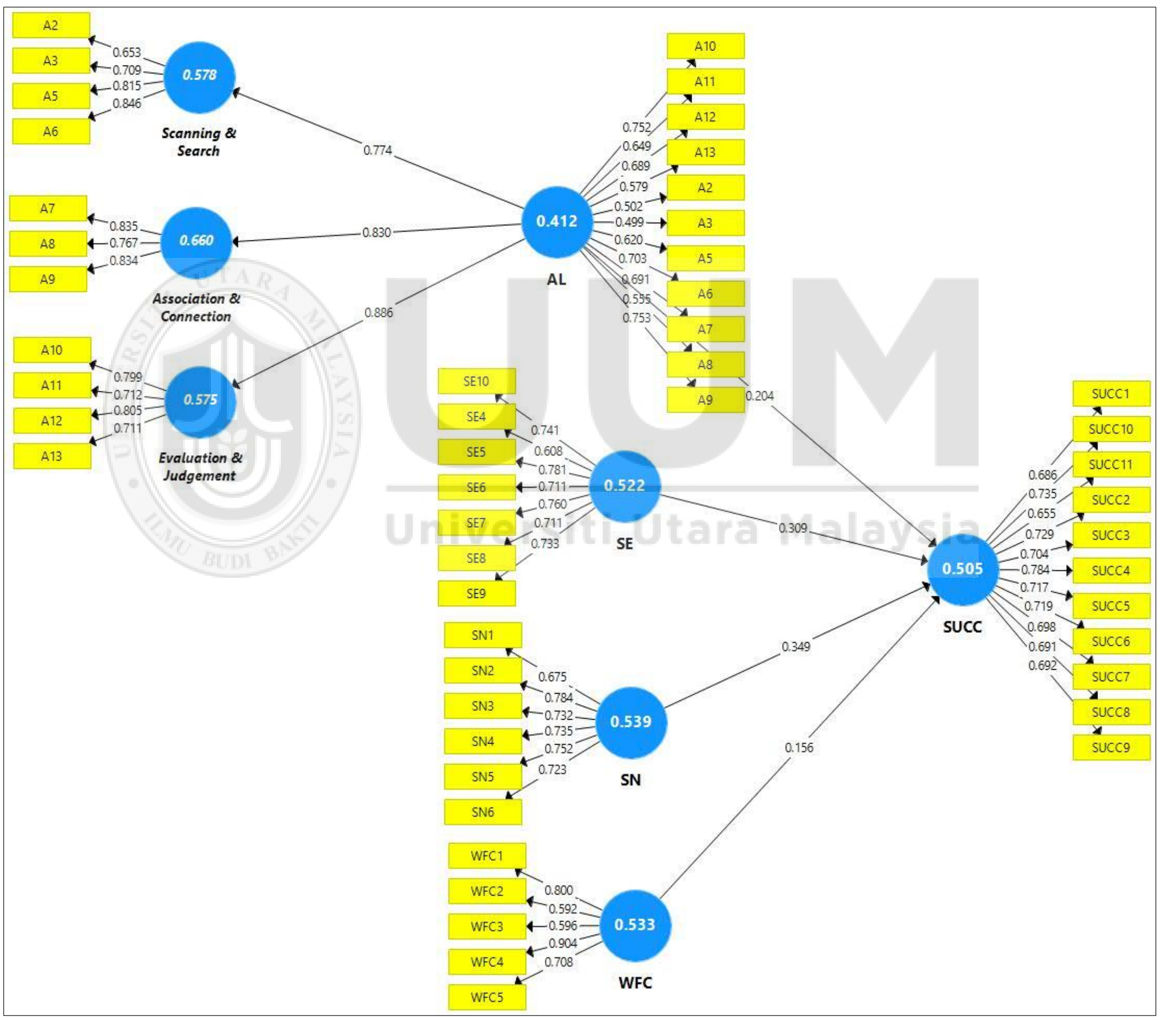


Figure 4.2
Measurement Model of Direct relationship of Malay Women Entrepreneurs' Success

The measurement model have been assessed and the result is as shown in Figure 4.2. The items was deleted to achieve the decision making process in the reflective model. All the AVE‘s in this study achieved 0.4 to 0.6.The value of r2 for the endogenous variable showing a value of 0.4 respectively. This showing that the model studied in this research explain 40 percent of Malay women entrepreneurs' success. All the predictors namely alertness, self-efficacy, social networking and work-family conflict are contributing to the success variable.

4.7.1 Internal Consistency Reliability

This is the first criterion to be evaluated which provides an estimate of the reliability based on the inter-correlations of the observed indicator variables, which is traditionally denoted by Cronbach's alpha. However, Cronbach's alpha assumes that all indicators are equally reliable besides being sensitive to the number of items in the scale and tends to under estimate the internal consistency reliability (Hair et al., 2014).

The authors claimed that this weakness gives rise to a more appropriate measure of internal consistency reliability referred to as composite reliability (CR) that takes into account the different outer loadings of each indicator variables. Composite reliability varies between 0 to 1 (with higher values) indicate higher levels of reliability. The values of 0.60 to 0.70 are acceptable in exploratory research while 0.70 to 0.90 are expected in more advanced stages or at later phase of researches (Nunally 1978; Hair et al., 2014). This are in line with Nunally (1978).

Hence, values less than 0.60 indicate a lack of internal consistency reliability. CR values obtained from this study (according to the measurement model in Figure 4.2) for all its constructs or dimensions as shown in Table 4.4 range from 0.850 to 0.913 exceeding the value of 0.70 indicating that all indicators are highly reliable (Hair et al., 2010).

Table 4.6
Composite Reliability

	Cronbach's Alpha	Composite Reliability
AL	0.854	0.883
Association &_Connection	0.745	0.853
Evaluation &_Judgement	0.752	0.843
Scanning &_Search	0.754	0.844
SE	0.848	0.884
SN	0.829	0.875
SUCC	0.902	0.918
WFC	0.938	0.821

4.7.1 Convergent Validity

This study is to identify the relationship between alertness (AL), self-efficacy (SE), social networking (SN), work-family conflict (WFC) as the predictors to success (SUCC). The model showing direct relationships between the independent variable and dependent variable is as shown in Figure 4.1. The model consists of 8 latent variables with 4 main constructs (AL, SE, SN & WFC) that having a direct relationship towards the dependent variable (SUCC). AL is a multi-dimension construct with three dimensions namely the scanning and search, association and connection; and evaluation and judgement. All this three constructs are the reflective-reflective constructs.

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For reflective indicators, convergent validity is the degree to which an indicator correlates positively with alternative indicators of the same constructs, as they are treated as different approaches to measure the same construct. Hair et al. (2010) suggested that convergence validity can be assessed by examining factor loadings of the indicators, as well as the average variance extracted (AVE). Higher factor loadings on a construct indicate that the associated indicators have much in common.

The desired values should be higher than 0.70 and conversely, indicators with factor loadings below 0.40 should be eliminated. However, indicators with loadings between 0.40 to 0.70 should be considered for removal only when deleting the indicators leads to an increase in composite reliability and AVE above its threshold level (Hair et al., 2014). On the other hand, AVE is the grand mean value of the squared loadings of the indicators associated with the construct. An AVE value of 0.50 or higher indicates that the construct explains more than half of the indicator variance of its indicators that justifies its acceptable level.

In this study, the factor loadings for each indicator retained ranged from 0.592 to 0.904 (see appendix). Though indicators with values less than 0.7 should be removed, but Hair et al. (2014) also warn of the effect of such removal to the content validity. Therefore in this study, as the CR and AVE values of the constructs have already exceeded the threshold level and the removal of the indicators might affect the content validity of the constructs, the indicators with the values of less than 0.70 were retained.

Table 4.7 showing the result of Measurement Model which the first order construct are the dimensions of alertness namely the Scanning and Search, Association and Connection; and Evaluation and Judgement. All the three dimensions are reflective constructs. The results show that all the five constructs (or dimensions) of alertness (A), self-efficacy (SE), social networking (SN), work-family conflict (WFC) and success (SUCC) are valid measures of their respective constructs (or dimensions) based on their parameter estimates and are shown to be statistically significant.

Table 4.7
Result of Measurement Model

Constructs							
1st Order	**2nd Order**	**Items**	**Loadings**	**CA**	**CR**	**AVE**	**No. of Indicators**
Scanning & Search (S&S)		A2	0.653	0.754	0.844	0.578	4(6)
		A3	0.709				
		A5	0.815				
		A6	0.846				
Association and Connection (A& J)		A7	0.835	0.745	0.853	0.660	3(3)
		A8	0.767				
		A9	0.834				
Evaluation and Judgement (E&J)		A10	0.799	0.752	0.843	0.575	4(4)
		A11	0.712				
		A12	0.805				
		A13	0.711				
	ALERTNESS	(S&S)	0.774	0.854	0.870	0.691	
		(A&C)	0.830				
		(E&J)	0.886				
	Self-Efficacy (SE)	SE10	0.741	0.912	0.927	0.587	7(10)
		SE4	0.608				
		SE5	0.781				
		SE6	0.711				
		SE7	0.760				
		SE8	0.711				
		SE9	0.733				

Table 4.7 (continued)

Social Networking (SN)	SN1	0.675	0.829	0.875	0.539	6(6)
	SN2	0784				
	SN3	0.732				
	SN4	0.735				
	SN5	0.752				
	SN6	0.723				
Work-Family Conflict (WFC)	WFC1	0.800	0.938	0.847	0.533	5 (5)
	WFC2	0.592				
	WFC3	0.596				
	WFC4	0.904				
	WFC5	0.708				
Success (SUCC)	SUCC 1	0.686	0.902	0.918	0.505	11(19)
	SUCC10	0.735				
	SUCC11	0.655				
	SUCC2	0.729				
	SUCC3	0.704				
	SUCC4	0.784				
	SUCC5	0.717				
	SUCC6	0.719				
	SUCC7	0.698				
	SUCC8	0.691				
	SUCC9	0.692				

Shown in the table also is the number of items/indicators per construct. Numbers in parenthesis indicate the initial number of items. To fulfil the criterion, some of the indicators were deleted and numbers outside the parenthesis indicate the number of indicators retained. Although a few items were deleted to measure some particular constructs, this should not be a major concern because such removals did not significantly change the content of the construct as it is conceptualized. Deleting the items must be made not more than 20% of the overall items in the model while Hayduk and Littvay (2012) agreed that 3 items in each construct is adequate. In this research, each construct have more than three items. The Average Variance Extracted (AVE) for alertness was calculated using the stat tool template taking the value of the loadings from the scanning and search, association and connection and; evaluation and judgement.

4.7.3 Discriminant Validity

To ensure that a construct is truly distinct from other constructs by empirical standards, a test on discriminant validity was then conducted by examining the correlations between the measures of potentially overlapping constructs. The first method involves examining the cross loadings of the indicators. Indicators should load more strongly on their own constructs in the model. The presence of cross loadings that exceed the indicators' factor loadings represents a discriminant validity problem (Hair et al., 2014). Another method to assess discriminant validity is the Fornell-Larcker criterion which compares the square root of the AVE values with the latent variable correlations (Hair et al., 2014). The square root of each construct's AVE should be greater than its highest correlation with any other constructs.

The loadings and cross loadings in this study show that each construct is unique and captures phenomena not presented by other construct in the model as they seem to load highest on their associated construct as shown in Appendix B. In addition, as shown in Table 4.8, the Fornell-Larcker criterion the correlation values for each construct with other constructs are less than the square root of AVE by the indicators measuring that construct, indicating adequate discriminant validity. All the constructs as shown in the table are the alertness (AL) with all the dimensions Association and Connection (A &C), Evaluation and Judgement (E & J), Scanning and Searching (S & S), self-efficacy (SE), social networking (SN), work-family conflict (WFC) and success (SUCC). Table 4.9 is the heterotrait-Monotrait Ratio (HTMT) result from the analysis.

Table 4.8
Fornell-Larcker criterion

	AL	**A & C**	**E & J**	**SE**	**SN**	**SUCC**	**S & S**	**WFC**
AL	**0.642**							
A & C	0.830	**0.813**						
E & J	0.886	0.655	**0.758**					
SE	0.472	0.369	0.458	**0.722**				
SN	0.218	0.171	0.202	0.185	**0.734**			
SUCC	0.430	0.378	0.411	0.461	0.437	**0.711**		
S & S	0.774	0.437	0.509	0.339	0.168	0.273	**0.760**	
WFC	0.025	0.038	0.018	-0.056	-0.090	0.112	0.008	**0.730**

Note: Diagonal elements shaded and highlighted in bold represent the square root of AVE. Off diagonal elements are simple bivariate correlations between the constructs. HOFC denotes Higher Order Formative Construct.

Table 4.9
Heterotrait-Monotrait Ratio (HTMT)

	AL	**A&C**	**E&J**	**SE**	**SN**	**SUCC**	**S &S**	**WFC**
AL								
A&C	1.004							
E&J	1.088	0.848						
SE	0.541	0.450	0.558					
SN	0.262	0.212	0.258	0.210				
SUCC	0.471	0.437	0.484	0.501	0.493			
S &S	0.990	0.548	0.669	0.412	0.218	0.325		
WFC	0.104	0.081	0.095	0.129	0.218	0.074	0.096	

Criteria: Discriminant validity is established at HTMT0.85 / HTMT0.90

4.7.4 Multicollinearity Assessment

The presence of multicollinearity among the exogenous constructs tends to increase or boosts the size of standard errors which often leads to confusing and misleading results as it distort the estimates of regression coefficients as well as their statistical significance test (Hair et al., 2010; Hair, Ringle, & Sarstedt, 2011; Pallant, 2011; Tabachnick & Fidell, 2007). According to Hair et al. (2010), a correlation matrix of the Common method bias is a critical problem for the measurement validity in self-report research, especially when key informant method was used to obtain measurement.. scores for both independent and dependent variables. Although several efforts have been taken to reduce such bias during instrument development stage, the potential common method variance may not be completely eliminated.

Table 4.10
Correlations of Latent Variables

	AL	A &C	E &J	SE	SN	SUCC	S&S	WFC
AL	1.000							
A &C	0.830	1.000						
E &J	0.886	0.655	1.000					
SE	0.472	0.369	0.458	1.000				
SN	0.218	0.171	0.202	0.185	1.000			
SUCC	0.430	0.378	0.411	0.461	0.437	1.000		
S &S	0.774	0.437	0.509	0.339	0.168	0.273	1.000	
WFC	0.025	0.038	0.018	-0.056	-0.090	0.112	0.008	1.000

**Correlation is significant at the 0.05 level (2-tailed) N=220*

As shown in Table 4.9, latent variables correlations exhibit that no two constructs correlate more than 0.57 except for the first and second order constructs where the A&C, E &J and S &S are the dimensions of AL. Although many of the variables are found to significantly correlate with one another, but the association is rather weak. As such, overall correlation values generally indicate weak associations between variables.

Furthermore, to assess the level of multicollinearity, Hair et al. (2014) suggested that researchers should compute for tolerance value, variance inflation factor (VIF) and condition index. In order to conduct the collinearity analysis, unstandardized latent variable scores were extracted from the PLS-SEM report and imported to SPSS software package.

A multiple regression analysis was then run with a set of predictor constructs as independent variables and a dependent variable.

The only result that is important to assess collinearity issues are the tolerance and VIF values. In the context of PLS-SEM, a tolerance value of 0.20 or lower and a VIF value of 5 respectively indicate a potential collinearity problem (Hair et al., 2014). As shown in Table 4.11, all the tolerance values exceeded 0.20, the VIF values are less than 5 and the condition index are less than 30 which is the recommended cut-off value multicollinearity issue in this study. Collinearity arises when two indicators are highly correlated and when more than two indicators are involved, it is called multicollinearity. That is, multicollinearity is said to have occur when two or more exogenous variable latent constructs become highly correlated. It arises in the context of structural model evaluation when more than two construct are highly correlated (Hair et al., 2014).

This study examined the tolerance value, variance inflated factor and condition index for the exogenous latent constructs. Tolerance represents the amount of variance of a predictor variable not explained by the other predictor variables in a structural model while VIF is the degree to which the standard error has been inflated due to the presence of collinearity and therefore, it is the reciprocal of tolerance. A condition index (CI) according to Götz, Liehr-Gobbers, and Krafft (2010) is used to assess the presence of critical collinearity levels in formative measurement models. A tolerance of 0.20 or lower and a VIF of 5.0 or higher and condition index of 30 or higher suggest a multicollinearity problem.

Table 4.11
Collinearity Assessment

Constructs	Tolerance	VIF
Alertness	0.748	1.337
Self Efficacy	0.721	1.388
Social Networking	0.870	1.150
Work-family conflict	0.957	1.045

*dependent variable : SUCC (success)

In this study, two separate regression for each part of the model using SPSS statistics and collenearity diagnostics were requested. Specifically, the following constructs were assessed (AL (alertness), SE (self-efficacy), SN (social networking) and WFC (work-family conflict) as the predictors of SUCC (success). Table 4.11 shows the tolerance and VIF values of the analysis. As exhibit, all tolerance values are above .2 and the VIF values are all well below 5. Therefore, collinearity among the predictor constructs is not an issue in the structural model.

4.7.5 Higher Order Construct (HOC)

The assessment of higher order construct was conducted after ensuring that all the measurement indicators are valid. Higher order construct also known as hierarchical models has been defined by Becker, Klein, and Wetzels (2012) as a constructs having more than one dimensions and each dimensions captures some fraction of the overall latent variables. According to Wetzels et al. (2009), higher order construct has been encouraged because of its ability to shrink complex model as well as allowing for theoretical thrift. Four categories of hierarchical model have been identified by Ringle, Sarstedt, and Straub (2012). However, this study utilized the type I (reflective-reflective) for the multidimensional variable (alertness). According to Rahman, Amran, Ahmad, and Taghizadeh (2015), dropping or adding any of the dimensions will not change the conceptual meaning of the latent variables.

Furthermore, in partial least square-structural equation modeling (PLS-SEM), three approaches have been identified in dealing with hierarchical model which include the repeated indicator approach, hybrid approach and two stage approach (Becker et al., 2012). This study adopted the repeated indicator approach where the indicators of the first order variables are used in the second order constructs (Akter, D'Ambra, & Ray, 2011; Lohmöller, 1989) and also to verify the adequacy of the measurement as well as the structural properties for the research model (Wold, 1985) as well as allowing for theoretical thrift.

Only one construct in this study is a second order construct and the validity was tested by evaluating the average variance extracted (AVE) and the composite reliability (CR). As shown in Table 4.7, the value of the AVE and CR are above the threshold value of 0.5 and 0.7 respectively which means that the second order constructs for this study are valid. It is also evident Figure 4.5 below, that the dimensions of alertness are significant at $p < 0.001$, t-values exceeding 30. Therefore, the multidimensional construct used in this study is justifiable.

4.8 ASSESING STRUCTURAL MODEL

After ascertaining the measurement model, the present study assessed the structural model. In doing so, the present study employed standard bootstrapping procedure with 1000 bootstraps samples and 220 cases to determine the significance of the path coefficients. This was carried out by following the guidelines provided by the eminent scholars in their recent studies (i.e Hair *et al*., 2014; Hair *et al*., 2011; Hair *et al*.,2012; Henseler *et al*., 2009).

Once the constructs or dimensions are confirmed to be reliable and valid, the next step is to address the structural model or inner model. This involves examining the model's predictive capabilities and the relationships between the constructs or dimensions. Eventually it will determine how well empirical data support the theory or concept and if the theory or concept has been empirically confirmed.

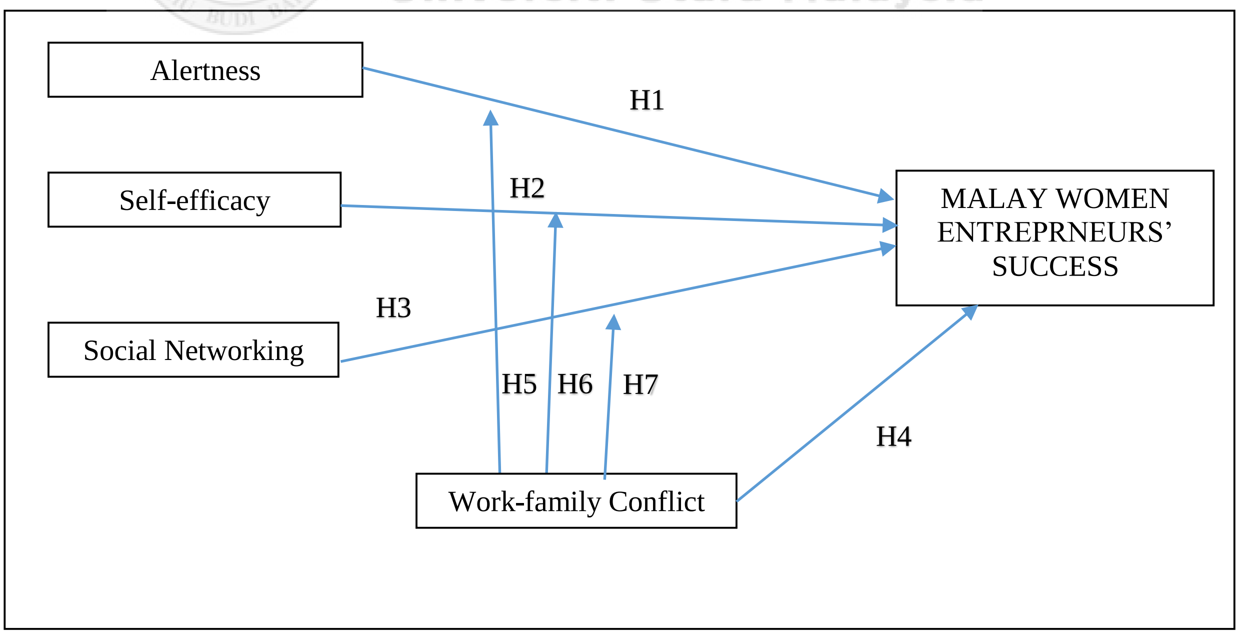

Figure 4.3
The hypothesized research model

The hypothesize research model is depicted in Figure 4.3 below and Table 4.13 is a list of hypothesis proposed in the study of Malay Women Entrepreneurial Success. This study hypothesizes four direct relationships and three indirect relationships. The independent variables in this study are alertness, self-efficacy, social networking, work-family conflict and Malay women entrepreneurial success. Work-family conflict is the interverning variable and under the continuous moderator.

Table 4.12
A list of Hypotheses proposed in the study

		Variables and Direct Relationship of Independent Dependent Variable
1	H1	*There is a significant relationship between alertness and success of Malay Women Entrepreneurs.*
2	H2	*There is a significant relationship between self-efficacy and success of Malay Women Entrepreneurs.*
3	H3	*There is a significant relationship between social networking and success of Malay Women Entrepreneurs.*
4	H4	*There is a significant relationship between work-family conflict and success of Malay Women Entrepreneurs.*
		The moderating effect of Work-family Conflict
5	H5	*The relationship between the alertness and success of Malay women entrepreneurs is moderate by work-family conflict.*
6	H6	*The relationship between the self-efficacy and success of Malay women entrepreneurs is moderate by work-family conflict.*
7	H7	*The relationship between the social networking and success of Malay women entrepreneurs is moderate by work-family conflict.*

4.8.1 Structural Model Path Coefficients for Hyphotheses Testing and Coeficient of Determination (R^2 Value)

This section describes the evaluation of the structural model which divided into 2 parts namely the direct relationship of alertness, self-efficacy, social networking and work-family conflict with success and the moderation effect of work-family conflict on the AL-SUCC, SE-SUCC and SN-SUCC.

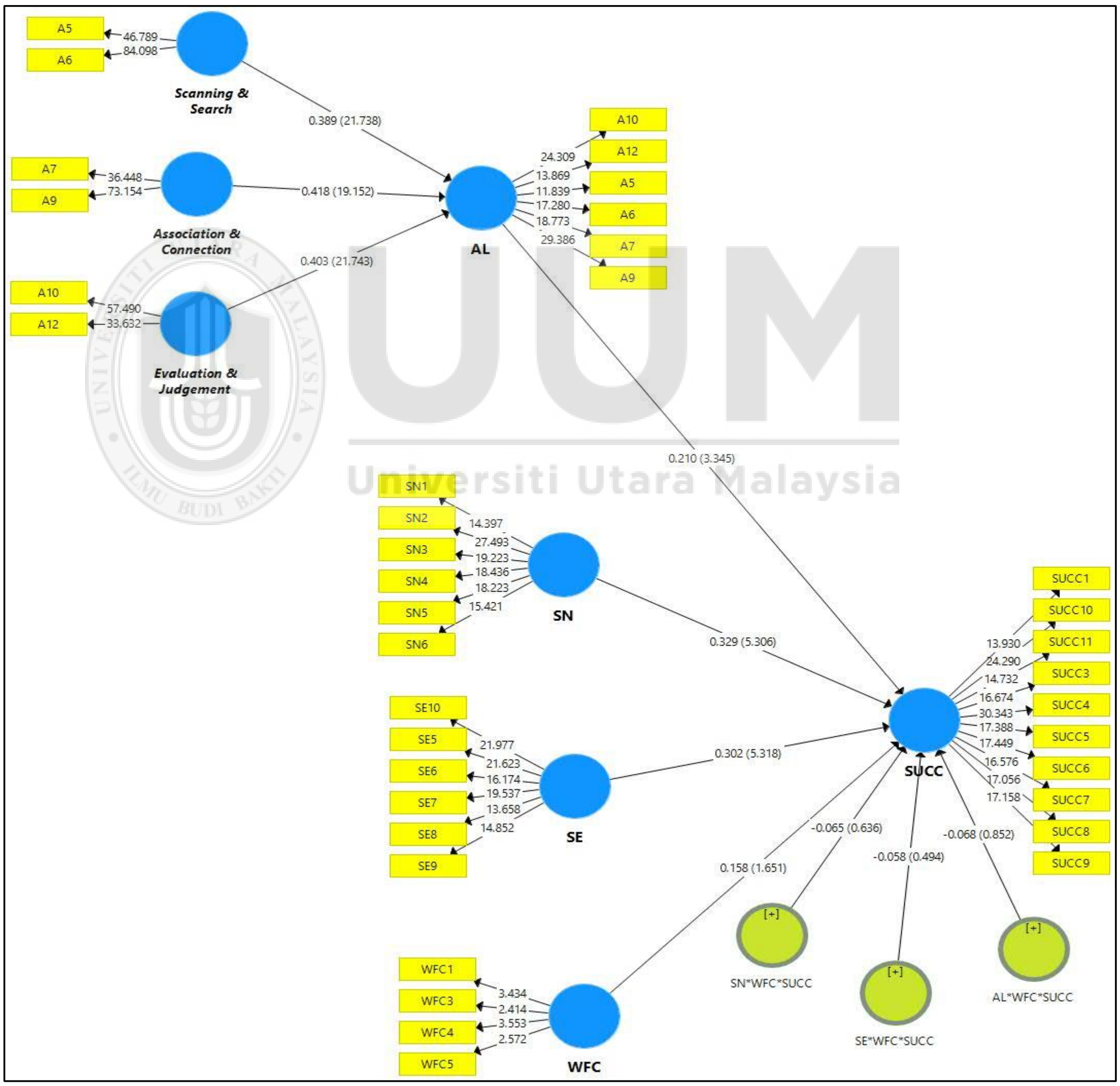

Figure 4.4
Result of the Path Analysis (Full Model)

Originally, Hypothesis 1 proposed that alertness will significantly influence the Malay women entrepreneurs' success. Table 4.13 and Figure 4.5 have revealed a significantly positive relationship between alertness and Malay women entrepreneurs' success (β=0.208, t=3.572, p<0.00). Hence supporting hypothesis 1.

The results also report a positive relationship between self-efficacy and Malay women entreprenuers' success with (β=0.298, t=5.513, p<0.01). Thus H2 is also supported. The other two direct relationships are the Hypothesis 3 and Hypothesis 4. The result shows a significant positive relationship between social networking and Malay women entrepreneurs' success with (β=0.333, t=6.288, p<0.05),supporting the hypothesis 3. However the result show insignificant relationship between work-family conflict and Malay women entrepreneurs' success with (β=0.155, t=1.723, p<0.05), therefore hypothesis 4 was not supported.

Table 4.13
Path Coefficient and Hyphotheses Testing

Hyphotheses	Relationship	Coefficient (Beta)	SD	t value	Decision
H1	AL->SUCC	0.208	.058	3.572***	supported
H2	SE->SUCC	0.298	.054	5.513***	supported
H3	SN->SUCC	0.333	.053	6.288***	supported
H4	WFC->SUCC	0.155	.090	1.723	Not supported

Table 4.13 (continued)

H5	AL*WFC->SUCC	-0.123	.155	0.796	Not supported
H6	SE*WFC->SUCC	-0.16	.150	0.150	Not supported
H7	SN*WFC->SUCC	-0.043	.081	0.539	Not supported

***Significance level at t-values> 1.96 (p<0.05)

In testing the moderation effect, the product indicator interaction approach was applied which involves multiplying each (mean-centred) indicator of exogenous latent variable with each indicator of the moderator variable in PLS-SEM. The results indicated that the result showed non-significant negative interaction terms between the variables of AL* WFC> SUCC (-.123), SE* WFC > SUCC (-.016) and SN * WFC > SUCC (-.043).

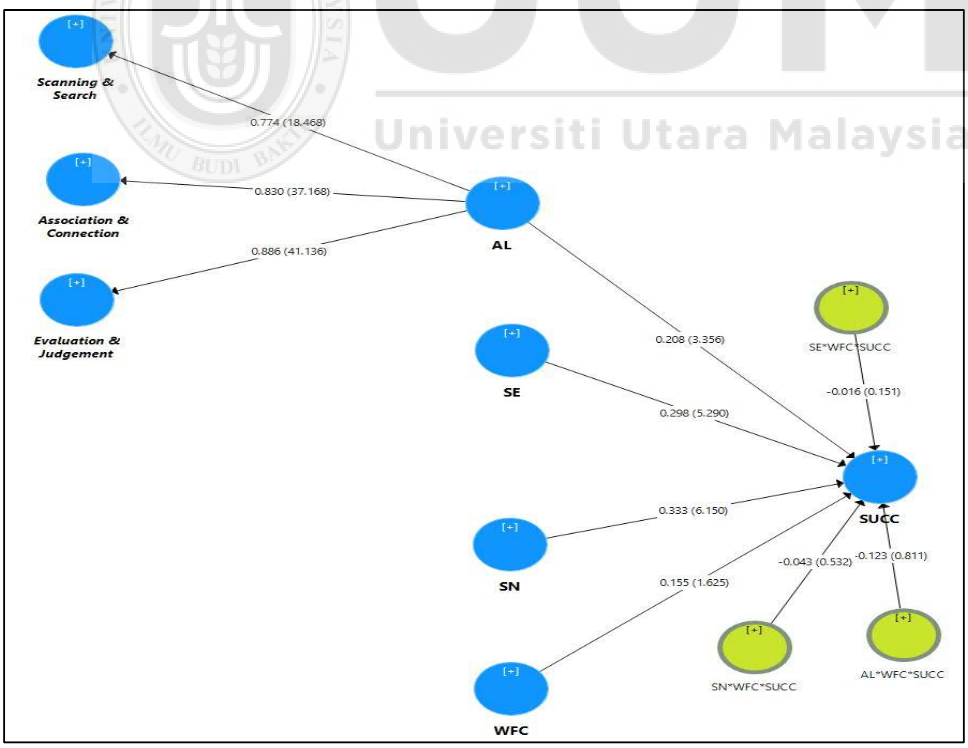

Figure 4.5
Latent variables of WFC as a moderator in AL/SE/SN-SUCC Relationships

Accordingly, the following hypotheses H4, H5 and H6 were not supported and rejected eventhough there was a difference in the R squared (R^2) value before (0.400) and after (0.418) the interaction through the bootstraping analysis . The results of the path analysis conducted on the full model are presented in Table 4.13 and Figure 4.6.

Though the judgment of what R^2 value is high depends on the discipline of study, but according to The Guideline for interpretation of Pearson Correlation (r) by Cohen et al. (2003) , values of 0.75,0.5 or 0.25 for endogenous latent variables in the structural model can be described as strong, medium or weak respectively (Chuan, 2006), which is also adopted in this study. Table 4.14 indicate the variance explained in the endogenous latent variable which is Malay women entrepreneurs' success at 41.8%. This is the r2 after the moderation variable been analyzed in the model (bootstrap). The r2 of the measurement model (without the moderation effect) was at 0.40 (40 %).

Table 4.14
Variance Explained in the Endogenous Latent Variable

Latent Variable	**Variance Explained (R^2)**
Malay Women Entrepreneurs' Success	41.8 %

4.8.2 Predictive Relevance ($Q^{2)}$

In addition to evaluating the magnitude of the R^2 values as a criterion of predictive accuracy, Q^2 measure applies a sample re-use technique that omits part of the data matrix and uses the model estimates to predict the omitted part (Hair et al., 2014). Specifically, when a PLS-SEM model exhibits predictive relevance, it accurately predicts the data points of the indicators in reflective measurement models of multi-item as well as single item endogenous constructs. For SEM models, Q^2 values greater than zero indicate the path model's predictive relevance for a particular construct, while values of zero or below indicate a lack of predictive relevance. As a relative measure, values of 0.02,0.15 and 0.35 indicate that an exogenous construct has a small, medium or large predictive relevance for a selected endogenous construct (Hair et al., 2014).

The Q^2 value can be calculated by using two different approaches. The cross-validated redundancy (F^2) approach uses the path model estimates of both the structural model and the measurement model. An alternative method, the cross-validated communality (H^2) approach, uses only the construct scores estimated for the target endogeneous construct to predict the omitted data points. This study employed the first approach as recommended by Hair et. al (2014) as it included the key element of the path model to predict eliminated data points.

In this study, a blindfolding procedure with the omission distance of D was conducted to obtain the Q^2 values of SUCC construct. Table 4.15 provides the cross–validated redundancy Q2 test results.

Table 4.15
Construct Cross-Validated Redundancy

Total	**SSO**	**SSE**	**1-SSE/SSO**
SUCC	2420	1970	0.186

The cross-validated redundancy value (Q^2) as suggested by (Henseler, Hubona, & Ash, 2016) is greater than zero. Therefore, the model has predictive relevance. The values obtained are tabulated in Table 4.16. All values obtained are greater than 0, implying that the model seems to have adequate predictive relevance for the endogenous construct. The model has medium-high predictive relevance for SUCC construct.

Table 4.16
Results of Q^2 and $R^{2,}$

Endogenous Constructs	Q^2	R^2
SUCC	0.186	0.418

4.8.3 Assesment of Effect Size (r^2 and f^2)

The impact of a specific predictor construct or exogenous construct on an endogenous construct could be measure through the f^2 effect size. The f^2 effect size measures the change in R^2 value when a specific exogenous construct is omitted from the model, hence indicating if this exogenous construct has a substantial impact of the endogenous construct. On the other hand, q^2 effect size measures the change in Q^2 value when a specific exogenous construct is omitted from the model, hence indicating if this exogenous construct has a predictive relevance on the endogenous construct and is the final assessment of a model.

However, the PLS-SEM software does not produce the f^2 and q^2 values. This requires a manual calculation of the value by taking into account the R^2 (or Q^2 to calculate q^2) values when the exogenous construct is included or omitted from the model. According to a guideline suggested by Cohen (1988) , f^2 and q^2 values of 0.02 to 0.15 can be considered as having small effect, more than 0.15 to 0.35 denoting medium effect while value more than 0.35 implying large effect. Only those exogenous constructs with significant relationship with the endogenous constructs are looked into.

Effect size is the strength of the theoretical relationship found in an analysis and provides an estimation of the degree to which a phenomenon exists in a population. The standard approach for determining the strength of an interaction effect involves contrasting the difference between the squared multiple correlation for the baseline or "main effects" model consisting of the measures that are eventually used to estimate the interaction effects and the interaction model containing the same main effects variables plus the interaction terms. Thus, the interaction model always represents a superset of the baseline model. The explicit calculation of the change in R^2 between these two models provides an estimate of the effect size of the interaction term. Cohen (1988) recommends using the difference in R^2 to calculate the f^2 effect size .

According to Cohen (1988) the relative effect of a specific exogenous latent variable on endogenuous latent variable(s) by means of changes in the R-squared is called the effect size. The effect size is calculated as the increase in R-squared value of the latent variable which the path is connected; telative to the latent variable's proportion of unexplained variance. The exogenous construct effect sizes (f^2) values obtained from this model are depicted in Table 4.17. The effect calculation is based on the formula provided hereunder which applied to the stats tool by Gaskin (2012).

$$\text{Effect size } (f^2) = \frac{R^2 \textit{ included} - R^2 \textit{ excluded}}{1 - R^2 \textit{ included}}$$

Table 4.17
Effect sizes of the Latent Variables on Cohen's (1988) Recommendation

Exogenous constructs	SUCC (R^2) Included	Excluded	f^2	Effect size
AL	0.418	0.374	0.0756	small
SE	0.418	0.352	0.1134	small
SN	0.418	0.317	0.1735	medium
WFC	0.418	0.376	0.0722	small

Refering to f^2**,** these values implied that all exogenous constructs in the first part of the model (AL and SE) only give small impact to the endogenous construct of SUCC. However, the strongest predictor is the SN as resulting the medium effect size.

4.8.4 Testing the Moderating Effect of WFC

As shown in Figure 4.6 there is statistically evident to indicate that the work-family conflict does not moderates the relationship between the alertness, self-efficacy, social networking and Malay women entrepreneurial success respectively. The product indicator approach using the Partial Least Squares Equation Modelling was used in this study for detecting and estimating the strength of work-family conflict towards the relationship of each independent variable towards the dependent variable. The present study adopted product indicator approach due to the fact that the proposed moderating variable is continuous in nature.

According to Fassot, Henseler and Coelho (2016) in the situation when the results of the product term approach are equally or superior to those of the group comparison approach, the best recommendation is always using the product term approach. As to that reason, the product indicator approach was applied to test the moderating effects of work-family conflict on the relationship between alertness and women entrepreneurial success; self-efficacy and women entrepreneurial success and; social networking and women entrepreneurial success. In addition to this, Cohen (1992) guidelines were followed by ascertaining the moderating effect.

4.8.5 Determining the Strength of the Moderating Effects

Eventhough the result of the moderation effects was not significant for this study, however it shows the negative effect. As to that reason, the strength of the moderating effects of work-family conflict on the relationship of alertness, self-efficacy and social networking on Malay women entrepreneurial success was determined, the present study calculated effect sizes using Cohen's (1988) guidelines.

Furthermore, the strength of moderating effects could be assessed by comparing the R^2 value (coefficient of determination) of the main model with the R^2 values of the full model incorporating both exogenous and moderating variables (Fassot et al., 2007) and the moderating effects' strength could be determined using the underlines formula ;-

$$\text{Effect size } (f^2) = \frac{R^2 \text{ model with moderator} - R^2 \text{ model without moderator}}{1 - R^2 \text{ model with moderator}}$$

The value of 0.02, 0.15 and 0.35 are considered as weak, moderate and strong moderation effects sizes respectively (Cohen, 1988). It is necessary to mention here that Becker (2000) also Henseler and Chin (2010), stated that a low effect size does not necessary mean that the underlying moderating effect is insignificant. Even a small interaction effect can be meaningful under extereme moderating conditions, if the resulting beta changes are meaningful, then it is important to take these conditions into account. Drawing upon the guidelines of Henseler and Fassot (2010) and Cohen (1988) the strength of moderating effects as shown in Table 4.18.

Table 4.18
Strength of the Moderating Effects Based on Cohen's (1988) and Henseler and Fassotts's (2010) Guidelines

Endogenous Latent Variable	R^2		f^2	Effect Size
	Included	Excluded		
Success	0.418	0.400	0.0309	small

The value of the effect (f^2) in the strength of the moderating effects on the endogenous latent variable was 0.0309 which according to Cohen (1988) the effect size was considered small. However, the value of R^2 with moderating effect was rather higher than the value of R^2 without the moderating effect. This might cause by the role of the continuous moderator in this research is a negative variable which it possibly dampens or strengthen the significant relationship between the independent variables and the dependent variable.

4.9 SUMMARY OF HYPOTHESES TESTING

In total, 7 hypothesized relationships were tested in this research. The results are found to support four hypotheses (H1, H2, H3, H4) which are the direct relationship while the other three hypotheses are not supported (H5, H6, H7). Table 4.19 summaries the results. The implications of these results are discussed further in the next chapter.

Table 4.19
Hypotheses and Summary of Results

	Relationships of Alertness, Self-efficacy ,Social Networking and Success	
H1	There is a significant influence between alertness and the success of Malay Women Entrepreneurs	Supported
H2	There is a significant influence between self-efficacy and the success of Malay Women Entrepreneurs.	Supported
H3	There is a significant influence between social networking and the success of Malay Women Entrepreneurs.	Supported
H4	There is a significant influence between work-family conflict and the success of Malay Women Entrepreneurs	Not Supported
	The Moderation Effects of Work-Family Conflict	
H5	The relationship between the alertness and success of Malay women entrepreneurs is moderate by work-family conflict	Not Supported
H6	The relationship between the self-efficacy and success of Malay women entrepreneurs is moderate by work-family conflict	Not Supported
H7	The relationship between the social networking and success of Malay women entrepreneurs is moderate by work-family conflict	Not Supported

4.10 CHAPTER SUMMARY

As summary, this chapter presents the analysis of the study. The first phase of this chapter explain and reveal the cleaning process of the data gathered from the process explained in previous chapter (methodology). During the first phase, the raw data was analyse using the SPSS and preliminary analysis was conducted which is important to ensure that the data which generally the charatertistics of the data meet the assumptions in applying to PLS-SEM. Based on the preliminary analysis conducted, the data met the assumptions underlying PLS-SEM testing of research hypotheses.The evaluation of the measurement models for each of the latent variables is important to confirmed the uni-dimensionality, reliability and validity, the second stage of PLS-SEM analysis (structural model) was performed to test hypotheses developed in Chapter Two. In the second phase, the assessment of the model through the PLS-SEM analysis were applied.

In the second stage, the initial hypothesized model was tested. All hypothesized relationships were analyzed using PLS-SEM. Though half of the hypotheses were supported but generally all significant relationships were found to have rather small effect sizes on the endogenous constructs (direct relationship) The next chapter discusses the above results in detail as consequences to achieve the objectives of this research, the limitation of the study, to make conclusions and recommendations for future research and elaboration on theoretical and practical implication of the findings.

CHAPTER 5

DISCUSSION, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

The purpose of this chapter is to discuss the findings from the analyses performed as presented in the previous chapter. In addition, this chapter highlights how this findings might influence management studies and business practices. The last part of this chapter presents the limitation or weaknesses of this study and also offers suggestions for future research areas.

5.2 DISCUSSIONS

In this study, six main research questions have been explored, based on the objectives of the study. The objectives of this study as presented in Chapter One are :

i. To determine the significant influence between alertness and the success of Malay women entrepreneurs.

ii. To determine the significant influence between self-efficacy and the success of Malay women entrepreneurs.

iii. To determine the significant influence between social networking and the success of Malay women entrepreneurs.

iv. To determine the significant influence between work-family conflict and the success of Malay women entrepreneurs.

v. To examine whether work-family conflict moderate the relationship between alertness and success of Malay women entrepreneurs.

vi. To examine whether work-family conflict moderate the relationship between self-efficacy and success of Malay women entrepreneurs.

vii. To examine whether work-family conflict moderate the relationship between social networking and success of Malay women entrepreneurs.

To meet the first objective, the first research question was developed: Is there any significant influence between alertness and the success of Malay women entrepreneurs? This is followed by the second objective with second research question: - Is there any significant influence between self-efficacy and thee success of Malay women entrepreneurs? Third objective with third research question: - Is there any significant influence between social networking and the success of Malay women entrepreneurs? Forth objective with forth research question; - Is there any significant influence between work-family conflict and the success of Malay women entrepreneurs.

The fifth objectives developed the fifth research question:- .Does work-family conflict moderate the relationship between alertness and success of the Malay women entrepreneurs? Sixth objective with fifth research question: - Does work-family conflict moderate the relationship between self-efficacy and success of the Malay women entrepreneurs? And the last objective with the last research question: - Does work-family conflict moderate the relationship between social networking and the success of Malay women entrepreneurs?

All the first four objectives are the direct relationship of the independent variables and dependent variable while the other three objectives are on the moderating effect of work-family conflict as the moderator variable. The results indicated that entrepreneurial alertness, self-efficacy, social networking and work-family conflict explained 40 per cent of the Malay women entrepreneurial success (R^2= 0.40).

5.2.1 To determine the significant influence between alertness and the success of Malay women entrepreneurs.

The first hypothesis was developed to determine the significant influence between alertness and Malay women entrepreneurial success (Hypothesis 1). The result of analysis revealed that alertness does influence the the Malay women entrepreneurial success (β=0.208 t=3.572, $p<0.05$).

This finding supported by few authors such as Storr and John (2011) and Shamudeen, Keat and Hassan (2017) whom had studied on the relationship of few variables including alertness towards entrepreneurial success and found that alertness significantly related to the success of the entrepreneurs. As have been noted, the result in this research show a significant positive influence between alertness and Malay women entrepreneurial success. In fact of that, the result had proved that alertness is one of the important factor that contributing to the success of entrepreneur which showing that entrepreneurial alertness is an attitude of receptiveness to available and individuals will not discover any profit of opportunity if their alertness systems is switch off (Kirzner, 1997). Given the significance of entrepreneurial alertness, an inquiry into its nature is desirable.

Significantly, alertness is to profit opportunities as according to Israel Kirzner's concept. Singh, Hills, Lumpkin and Hybels (1999) found that network size, number of weak ties, and self-perceptions of alertness were significantly and positively related to the number of ideas and opportunities recognized by entrepreneurs. While a successful person is someone who are willing to see opportunities, such opportunities serves as a key element in entrepreneurial process and it need to be discovered, recognised, or created. All of this are the opportunity processes. Meanwhile, visualising of things that not exist yet such as business vision , discovering of opportunity, getting them into creation (opportunity exploitation) and the attainment of market acceptance are possibly the most attractive of all entrepreneurial activities (Gaglio & Katz, 2001). Opportunity identification is the forerunner of both personal and societal wealth and the discovery of such opportunities that promote entrepreneurial activities leads to business success.

As been noted earlier, alertness in this research is significantly effected Malay women entrepreneurial success eventhough the effect size is rather small ($f^{2}= 0.0756$). The reason might cause by the sample size that not sufficient to give a large effect size. The other cause is the alertness of the Malay women entrepeneurs is at very low eventhough among the successful entrepreneurs.

5.2.2 To determine the significant influence between self-efficacy and success of Malay women entrepreneurs.

The second hypothesis was developed to determine the significant influence between self-efficacy and Malay women entrepreneurial success (Hypothesis 2). The result of analysis revealed that self-efficacy significantly influence the success of Malay women entrepreneurs (β=0.298, t=5.513, $p<0.05$). The Malay women entrepreneurs with high level of self-efficacy or belief in their ability to effect change have a greater tendency to persist and perform. According to Kumar and Uzkurt (2010) this belief does not guarantee success but self-efficacy does indicate that there will be greater propensity for innovativeness and risk taking.

These findings are consisted and as well supported by the theory of Bandura (1977) which such relationships were proposed. According to Bandura, even under conditions of perceived self- determination of outcomes, the impact of performance attainments on self-efficacy will vary depending on whether one's accomplishments are attributed mainly to ability or to effort. A strong sense of self-efficacy will lead to success eventhough with a minimal effort fosters ability ascriptions. In contrast, analogous successes achieved through high expenditure of effort connote a lesser ability and are thus likely to have a weaker effect on perceived self-efficacy. Cognitive appraisals of the difficulty level of the tasks will further affect the impact of performance accomplishments on perceived self-efficacy. The rate and pattern of attainments furnish additional information for judging personal efficacy.

Pollack, Burnette and Hoyt (2012) agreed that in the face of challenges, mind-sets somehow matter for entrepreneurial endeavors and suggested that self-efficacy in the wake of threats to success is influenced by what such threats mean to the person (entrepreneurial ability). In addition, to succeed at easy tasks provides no new information for altering one's sense of self-efficacy, whereas mastery of challenging tasks conveys salient evidence of enhanced competence. Self-efficacy is one of a crucial factors for women entrepreneurial success. Perceived self-efficacy influences the level of goal challenge people set for themselves, the amount of effort they mobilize, and their persistence in the face of difficulties. In this study on Malay women entrepreneurial success, the effect size of the self-efficacy on success is rather small (f^2= 0.1134). The self-efficacy level among the successful Malay women entrepreneurs might not been the main reason of their success. In this study, self-efficacy contributed to the success of Malay women entrepeneurs however there might be other strong reason and effect.

5.2.3 To determine the significant influence between social networking and success of Malay women entrepreneurs.

The third hypothesis stated to determine the significant influence between social networking and Malay women entrepreneurial success (Hypothesis 3). The result of analysis also indicated that social networking does significantly influence Malay women entrepreneurial success (β=0.333, t=6.288, $p<0.05$).

In particular, networks have several useful properties for entrepreneurs (Greve & Salaff, 2003). Chattopadhyay (2008) proved that social networking provide entrepreneurs very useful resources to run the business in the three phases of entrepreneurial which are during the motivational phase, planning phase and established phase. As explained above, Chattopadhyay (2008) found that success rate is highest in the established phase.In line with the result in this research, social networking is seen as important factor to the success of Malay women entrepreneurs in Malaysia. The effect size of social networking on Malay women entrepreneurial success is medium (f^2= 0.1735). Social networking is found to be most vital to the Malay women entrepreneurial success rather than the alertness and self-efficacy. Successful Malay women entrepreneurs in this study proved that social networking is the important factor contributing to their success. Trough the networking, these entrepreneurs widen their business and keeping their business to stand more than three years time.

5.2.4 To determine the significant influence between work-family conflict and success of Malay women entrepreneurs.

The fourth hypothesis in this study is to determine the significant influence between work-family conflict and success of Malay women entrepreneurs. The result in the analysis shows that there is no significant influence between the work-family conflict and the success of Malay women entrepreneurs. (β=0.155, t=1.723, $p<0.05$). Work-family conflict was proved not predicting the Malay women entrepreneurs' success.

This finding was not supporting the research done by few researchers in the past studies since decades ago as such Parasuraman et al.(1996) and Shelton (2006) however this finding align with Kossek, Pichler, Bodner, & Hammer (2011) as their study found that work-family conflict negatively related to job and life satisfaction. As women have to do the housechores and carry responsibilities to take care of their children (natural protectors), that cause career women to juggle in order to balance between their work and family which sometimes could cause a conflict between work and family importance.

The findings in this study show that work-family conflict have negative effect towards the Malay women entrepreneurs' success. However, the relationship is not significant eventhough entrepreneurs are often assumed to have greater job flexibility and therefore the ability to accommodate family needs; on the other hand, because of the high levels of personal commitment, risk, and long hours that typify self-employment, the self-employed may have higher levels of work-family conflict than at first glance might suggest. In fact, it may be tremendous stress to be fully personally responsible for a business venture and, at the same time, being primary caregiver to children and elders (family members) (Ferguson & Durup, 1998). From the result gained in this study, the success of Malay women entrepreneurs do not face work-family conflict. The effect size of work-family conflict on Malay women entrepreneurial success is small ($f^2 = 0.0380$).

5.2.5 To examine whether work-family conflict moderate the relationship between alertness and success of Malay women entrepreneurs.

The first indirect relationship is concerned with the moderating effect of work-family conflict on the relationships between alertness and Malay women entrepreneurial success. The result of the analysis indicated the non significant negative effect of work-family conflict as moderator toward the significant relationship of alertness and Malay women entrepreneurial success ($\beta=-0.123$, $t=0.796$, $p>0.05$).

5.2.6 To examine whether work-family conflict moderate the relationship between self-efficacy and success of Malay women entrepreneurs.

Next is the indirect relationship which concerned with the moderating effect of work-family conflict on the relationships between the self-efficacy and Malay women entrepreneurial success. The result of the analysis indicated that the work-family conflict has a non significance negative moderating effect to the relationship between self-efficacy and Malay women entrepreneurial success ($\beta=-0.16$, $t=0.150$, $p<0.05$).

Women generally are synonym restricted to their marital life where their role as woman is mainly responsible to her husband, children and the household work. Entrepreneurs with stronger incrementally oriented beliefs, who experienced poor business performance, reported a greater self-efficacy (Pollack et al., 2012b).

This result shows that the interaction was found to be negatively effected, however the T-value and the P-value showed a non-significant relationship of work-family conflict (as moderator) towards the significant relationship of self-efficacy and Malay women entrepreneurial success. The self-efficacy of Malay women entrepreneur was not affected by the work-family conflict's presence.

5.2.7 To examine whether work-family conflict moderate the relationship between social networking and success of Malay women entrepreneurs.

Lastly the indirect relationship is concerned with the moderating effect of work-family conflict on the relationship between the social networking and Malay women entrepreneurial success. The result from the analysis has indicated that the work-family conflict statistically show non-significant negative moderating effect to the relationship between social networking and Malay women entrepreneurial success (β=-0.043, t=0.539, p<0.05).

Eventhough literature had proved that most women facing the work-family conflict however seems like the conflict does not effecting the personality traits and behaviour of Malay women entrepreneurs towards their businesses. The relative relationships between work and family variables lead support to the notion that work experiences can enrich family life and vice verse. For example, psychological engagement in family was associated with work-engagement for women while psychological engagement which consists of attention and aboption in work was positively related to men's psychological engagement in family life.

Entrepreneurs are often assumed to have greater job flexibility and therefore the ability to accommodate family needs; on the other hand, because of the high levels of personal commitment, risk, and long hours that typify self-employment, the self-employed may have higher levels of work-family conflict than a first glance might suggest. In fact, it may be tremendous stress to be fully personally responsible for a business venture and, at the same time, being primary caregiver to children and/or elders. Although this may be true, 220 Malay women entrepreneurs seems to not been effected by the presence of work-family conflict as the moderator in this research. The successful Malay women entrepreneur's alertness, self-efficacy and social networking in this study was not moderate by the work-family conflict. This might due to the following reasons :-

i) Less conflict faced by women entrepreneurs (as shown by mean value , m=2.83)

ii) Majority of the respondents in this study are doing online business

iii) The age of the respondents in this study are between 41 to 50 years old which they are quite stable, and no longer juggling with the small children)

Based on the discussion, all the direct relationship between independent variables and dependent variables has found to be significantly related and this show that alertness, self-efficacy and social networking are a few important personal traits or factors that lead to the success of Malay women entrepreneurs.While in other hand, the work-family conflict as the intervening variable seems to be not significantly plays the role in the model eventhough women are particularly facing the conflict to balance between work and home (family). Despite, moderating variable is one that has a strong contigent effect on the independent-dependent variable relationship that the presence of a moderator variable will modify the originally expected relationship between the independent and dependent variables. However in this research of Malay women entrepreneurs, the result show a non-significant negative impact on the personality traits of Malay women entrepreneurs toward their entrepreneurial success was obtained.

5.3 IMPLICATION OF THE STUDY

The purpose of this study is to examine the relationship between alertness, self-efficacy, social networking and Malay women entrepreneurial success. The result of this study have provided several theoretical implications for future studies and also some practical implications for women entrepreneur particularly Malay women entrepeneurs in Malaysia.

5.3.1 Theoritical Implications

Theoretically there are several implications specifically to the action and behavior theories underline in this research. In this model, the psychological actions and entrepreneurial success was applied. Action theory is a meta-theory that attempts to understand how people regulate their actions to achieve goals actively and how this is done both in routine situations as well as in novel situations.

Action is goal-oriented behavior; therefore, according to Locke and Latham (1990) goals are of primary importance for actions. Goals pull the action; therefore higher goals usually have a higher pull and therefore lead to higher achievement and performance.

i- Theory Development

Indeed, this research has given a new range of factors that contribute to the success of Malay women entrepreneurs in Malaysia. Work-family conflict variable is a value added to the body of knowledge and improve the impact and effect to the success of women entepreneurs. However, in this study, work-family conflict was seems to statistically shown non-significantly effect as a moderator in this study. It might cause by several reasons that have been discussed in the previous subsection.

This research has added to the literature regarding women entrepreneurs on particular areas, such as behaviours and psychological action of the entrepreneurs. Thus, this research introduces a new model which combining the variables such as alertness, self-efficacy, social networking, work-family conflict and entrepreneurial success.

ii- Enrich The Literature on the Malay and Women Entrepreneurial Success

Another important finding of this research is focus on the 220 Malay women entrepreneurs in Malaysia. It is also enrich the literature on the women entrepreneurial success. This studies agreed and inline with scholars such as (Lau et al., 2007) that success was defined as the achievement of something desired, planned or attempted.

iii- Work-Family Conflict as Moderating Variable

In this study, work-family conflict playing a role as a moderator. Work-family conflict become a relevant topic to study on women entrepreneurs since a decade ago (Affholder & Box, 2004; Chasserio, Pailot, & Poroli, 2014; Rehman & Roomi, 2012).The unbalanced work-family relationships can result in poor or reduction on health and performance outcomes for individuals and families (O’Driscoll, Brough, & Kalliath, 2004).

Work-family conflict have not been studied yet in the context as such as implemented in this model of Malay women entrepreneurial success. Study on work-family conflict become vital towards women entrepreneurs. As a result, this study will added a value to the body of knowledge on work-family conflict as a moderating variable.

iv- Alertness, Self-Efficacy, Social Networking, Work-Family Conflict and Malay Women Entrepreneurial Success.

This study objectives are to determine the significant influence of alertness, self-efficacy, social networking, work-family conflict towards Malay women entrepreneurial success. From the theoretical perspectives, all of this variables are underpinned by the attribution theory supported with the social cognitive theory and role theory. Alertness, self-efficacy, social networking are the predictors and attribute to the Malay women entrepreneurs' success. Work-family conflict as the moderate give a non-significance influence to the success of Malay women entrepreneurs' in Malaysia.

5.3.2 Practical Implications

Women entrepreneurship is getting widely discussed among researchers which focus in various areas and issues. Their involvement in this area also are increased worldwide as well as their contribution to the family, community and the country are been recognized. In addition, the involvement of women in entrepreneurship area as well may contribute to socio economic in Malaysia whereby it reduce the unemployment rate among women as well as it may balance and overcome the gender issue in this area.

Last but not least, this study will help to determine the characteristics that needed by women to become a successful entrepreneurs. Thus, in future it will help to avoid more failure among them.

Women entrepreneurs are as define by Anwar and Rashid (2011) as those who use their knowledge and resources to develop or create new business opportunities whether this be informally in a home, environment without formely registering their business or formally via business registration, hiring office premises and who are actively involved in managing their businesses, responsible in some way for the day to day running of the business and have been in operation for longer than a year. However in this research, the Malay women entrepreneurs sample are taken from CCM and all of the Malay women entrepreneurs in this study had registered their business and running the business for more than 3years time.

Gagasan Badan Ekonomi Melayu (GABEM) had reported that the failure rate of Bumiputera entrepreneurs (the Malays) in their businesess is still high and Malay ethnic at the destritute level according to the household income (Tamby Chik, 2017). The issue of Malays is more on the poverty and weaknesess in controlling the economy as the majority population in Malaysia which consists of more than 60% total population. As can be seen, by statistic of census Malaysia in 2011, Malays stated as the poorest ethnic compared to the other ethnics in Malaysia with a very low household income. As Malaysia is reaching the vision of 2020 as a developed country, the household income should be higher in achieving the vision and government have to be grave in developing the economic of the Malays.

Entrepreneurship is the most economic driven and raising women as entrepreneurs is a part of current government initiative. The shrinking job opportunities in the market have compelled many women to involve in business as to generate income in purpose of increasing the household income. The effort and interest showing by the women entrepreneurs should be take into consideration in helping them to grow and success in business. The agencies such as SMIDEC (Small &Medium industries Development Corporation), FEM (Federation of Women Entrepreneurs Association Malaysia), NAWEM, USAHANITA and the Malay's wing of Malay Chamber of Commerce Malaysia are among important roles in promoting and encouraging more Malaysian women to become entrepreneurs besides creating platform for the networking among them.

In this research, as a result proved that social networking is the most important factor that lead to the success of Malay women entrepreneurs and should be considerate. Social networking is important as the social support to the women entrepreneurs. Mutalib, Arshad, Ismail and Ahmad (2015) had research on the Women Entrepreneurship Programs in Malaysia and found that most of the programs has not been reviewed and evaluated systematically to measure the effectiveness of the programs. Eventhough there are diverse forms of support and assistance have been given by the government to nurture female entrepreneurship in Malaysia for this reason, the effort did not reaching the success goal. Moreover, not only on the surviving issue, other than that, in Malaysia 99.9% of the business falls under the Small and Medium scale industries with 88% of them are micro business categories and women-owned only stated 19.7%.

Past studies revealed that the common problems of women entrepreneurs in Malaysia that hindered them from being successful included individual characteristics, management practices, goals and motivations, networking and entrepreneurial orientation (Teoh & Chong, 2007). This study has reveal that alertness, self-efficacy and social networking significantly related to the Malay women entrepreneurial success. All of this personal traits and elements should be strengthen by the Malay women entrepreneurial in helping them to survive and generate higher income in business which also satisfy them financially and personally. By having higher alertness, self-efficacy and strength social networking, Malay women entrepreneurs could be success in the business and life. They will have more encouragement, self-confident, able to grab good opportunities and could establish their business to a higher and risky level which could gain greater profits.

5.4 LIMITATIONS AND SUGGESTIONS FOR FUTURE RESEARCH

Despite the enormous contributions given by this study theoretically, as well as practically, as in many investigative studies, several limitations must be taken into cognizance. However, despite of their limitations, the findings of this study are believed to indicate directions for further research. The next subchapters will further elaborate on the limitations and recommendations for future research as there are still rooms for improvement and gap to be covered that could be taking care in future research perhaps. Several suggested future research ideas and paths are listed below:

5.4.1 Limitations

There are several limitations in regard to what has been compiled, analysed, presented and discussed in this study.

i. This study was limited only to the Malay women entrepreneurs in Malaysia. The sample of the study was limited only to Malay women entrepreneurs who had successfully survive in the business for more than three years time. The current study found that alertness, self-efficacy and social networking are the determinants to success.

ii. The second limitation lies on the nature of the study that have been applied in a cross-sectional manner, indicating that the perceptions regarding the alertness, self-efficacy, social networking and the Malay women entrepreneurial success are collected at a single point in time and conditions and influences can change over time. This is to say, cross-sectional study only provides a snapshot view of the researched phenomena where data on all measures were collected at the same time. In addition, based on Sekaran and Bougie (2010), one of the limitations of cross-sectional study is the restriction to prove the cause-effect relationship amongst the variables. Hence, the conclusions themselves must be treated as correlational rather than casual.

iii. Thirdly, while the empirical results are interesting, caution should be exerted when generalizing the findings beyond the scope of this study. This study only concerns on 567 153 population of Malay women respondents who are active and registered with the CCM.

Eventhough the total is quite huge but the response rate received was also very low with a small portion of respondents from East Malaysia (Sabah, Sarawak and Labuan). The sample was also small and it is suggested that for future research the sample could be collected accordingly or larger to achieve a better result in analysis particularly in the interaction effects of the moderator.

iv. Another limitation, this study relied on self-reported data from single informant presents another limitation. All measures on alertness, self-efficacy, social networking, work-family conflict and success were evaluated solely depending on the Malay women entrepreneurs in Malaysia. Single-informant studies are susceptible to perceptual or attitudinal bias when interpreting results and they may have exaggerated their evaluation of their alertness, self-efficacy, social networking, work-family conflict and their subjective measures of the entrepreneurial success.

v. Furthermore, it is also beyond our control to make sure who actually completed the questionnaire since it was a mail/online survey. Even though the cover letters explaining the purpose of the survey (with guaranteed that their information is private and confidential) were sent to the selected Malay women entrepreneurs that owned a business for at least 3 years and above, it is possible that some would simply assigned their subordinate to respond, who may not have been well-versed on the entrepreneurial behaviour. Moreover, in relation to the low or conflicting response rate for mail survey or among Malay women entrepreneurs in Malaysia, this study also encountered the drawback. Therefore, although no significant non-response bias was found in this study, it is still possible that those who did respond were disproportionately inclined to the competencies embodied in the standard.

Mostly, in entrepreneurship there are three roadblocks which are the mixed findings, the fregmented disconnected and often contradictory in the existing research and also the lack of coherent, theory-driven. Finally, this study is related to the measurement of alertness, self-efficacy, social networking,work-family conflict and success that was conducted as the multidimensional and unidimensional constructs.

5.4.2 Suggestions for Future Research

The findings of this study provide several opportunities for future research. It is hoped that despite the limitations, the findings of this study will indicate directions for further research. In relation to the first limitation in this study

i) This study was limited only to the Malay women entrepreneurs in Malaysia. therefore, it is suggested for the future researchers to use wider sample frame for achieving better results such as women entrepreneurs as overall in Malaysia. The future studies can be further extended into other races such as Chinese and Indian entrepreneurs to test whether the findings are varying across different groups.

ii) Second limitation was this study that have been applied in a cross-sectional manner, indicating that the perceptions regarding the alertness, self-efficacy, social networking and the Malay women entrepreneurial success are collected at a single point in time and conditions and influences can change over time. It is suggested that in future study, there will be other way in collecting the data to ensure that all the changes could be capture as such mixed method combining the qualitative and quantitative.

iii) Thirdly, in this study, only a small portion of respondents from East Malaysia (Sabah, Sarawak and Labuan) have been responded to the questionnaires (collected). It is suggested that in future, there will be a research that focusing on the East side of Malaysia. A study on Bumiputera Entrepreneurs at Sabah and Sarawak probably could made a clear information and gather more literatures in women entrepreneurship studies in Malaysia.

iv) The fourth suggestion on the limitation regarding to the self-report assessment, future research might consider utilizing a hybrid design. For instance, qualitative study conducted with the respondents might provide insights that reveal more of the fact components of the variables and hence, produce a more thorough understanding on the issues. The interview method might also be the alternative approach to mail survey although this approach will incur higher costs to the survey and the questionnaire has to be kept within an appropriate length (Malhotra, 2006; Sekaran & Bougie, 2010). Yet, although the response rate of this study is acceptable, the implication for this study could have been enhanced if the response rate had been higher and the results may vary depending on the changes of the respondents‘population.

v) This is similar with the subjective measure of women entrepreneurial success mentioned in the fifth limitation was also beyond our control to make sure who actually completed the questionnaire since it was a mail/online survey. Even though the cover letterwhere the use of subjective performance measures was argued to encourage performance evaluation bias (Rashid, 2017). The same problem while carrying research on entrepreneurs are the response gathered were very low. However, in future this could be solved by ensuring that the entrepreneurs who willing to answer the questionnaires is rewarded with something such as gifts. This could encourage them to participate in the research. Other than that, the simple questionnaires could made the respondents comfortable to take part in the research.

For the conclusion on this part, a female-gendered measuring instrument is suggested to be developed or used for the future research. According to Moore (1990), the nature of the instruments used to collect data on the female entrepreneur deserves more serious consideration as they were based on male businesses and should be analysed whether or not women entrepreneurs have different value sets, needs or problems. Thus, more studies need to be conducted across the globe so as to reaffirm both the direct and indirect effects of this construct on the success of women entrepreneurs.

5.5 CONCLUSION

Studies concerning women entrepreneurs employing quantitative and qualitative approach in developing countries were measly in numbers. This study explored the Malay women entrepreneurs on their alertness, self efficacy and social networking that led to their success. In this research, the variable of work-family conflict was taken into the model as the moderator to explicate the moderating effect towards the relationship of the independent variables and dependent variable. However, the interaction showed non-significant result towards all the moderating relationship though the correlation were at negative value.

The findings of this study make contribution to the literature in providing new knowledge in the area of the experiences of the Malay women entrepreneurs. The findings present a comprehensive view and descriptions of the Malay women entrepreneurs, providing insight into the experiences as well as feelings about and interpretations of the experience. Understanding the entrepreneurial careers of these Malay Women entrepreneurs is critical to help future entrepreneurs to be more effective in their entrepreneurial pursuits, leading to more successful entrepreneurial ventures that ultimately benefit the Malay community and the economic development of the nation.

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APPENDIX A

RESEARCH QUESTIONNAIRES

Othman Yeop Abdullah (OYA), Graduate School of Business
UNIVERSITI UTARA MALAYSIA
06010 SINTOK, Kedah Darulaman.

Kepada responden yang budiman,
Assalamualaikum Warahmatullahi Wabarakatuh dan Salam Sejahtera.

Puan,
KAJIAN MENGENAI KEJAYAAN USAHAWAN WANITA: KESAN PENYEDERHANA KONFLIK KERJA-KELUARGA TERHADAP KESIAP-SIAGAAN, EFIKASI-DIRI DAN JARINGAN SOSIAL.

Perkara di atas adalah dirujuk.

2. Kajian ini adalah bertujuan untuk mendapatkan maklumat mengenai hubungan serta pengaruh penyederhana konflik kerja-keluarga terhadap kesiap-siagaan, efikasi diri dan jaringan sosial ke atas kejayaan usahawan wanita di Malaysia. Sehubungan dengan itu, puan telah terpilih sebagai responden dalam kajian ini.

3. Pihak kami memohon jasa baik puan untuk mengisi borang soal selidik ini tanpa prejudis atau dipengaruhi oleh mana-mana pihak dan diharap puan dapat mengembalikan semula soal selidik ini kepada kami.

4. Buat makluman, segala jawapan yang diberikan akan digunakan sepenuhnya untuk tujuan penyelidikan. Semua jawapan adalah sulit dan akan dimusnahkan apabila ia sudah tidak diperlukan lagi. Jawapan puan merupakan suatu sumbangan kepada bidang keusahawanan, khususnya dalam usaha untuk memperbaiki dan mempertingkatkan lagi pencapaian keusahawan di kalangan wanita Melayu di Malaysia.

5. Sebagai menghargai kesudian puan menjawab soal selidik ini, sebanyak RM2 bagi setiap borang soal selidik yang lengkap akan didermakan kepada Rumah Anak Yatim di Baling,Kedah. Kerjasama serta perhatian puan dalam mengisi soal selidik ini amatlah dihargai dan didahului dengan ucapan terima kasih.

Sekian, terima kasih,

(MALIANI BINTI MOHAMAD)
Calon Doktor Falsafah (Ph. D)
Universiti Utara Malaysia
e-mail: lia4090@yahoo.com.my/0123412430

Othman Yeop Abdullah (OYA), Graduate School of Business
UNIVERSITI UTARA MALAYSIA
06010 SINTOK, Kedah Darulaman.

Dear Respondent,
Assalamualaikum and Good Day

Madam,
A STUDY ON THE SUCCESS OF WOMEN ENTREPRENEURS: THE MODERATING EFFECT OF WORK-FAMILY CONFLICT TO THE ALERTNESS, SELF-EFFICACY AND SOCIAL NETWORKING.

Referring to the above as mentioned,

2. Please be informed that a study on the above matter are carried out. This study was designed to obtain information on the relationship between work-family conflict effect as moderator on the alertness, self-efficacy and social networking to the success of women entrepreneurs in Malaysia. Accordingly, madam has been selected as respondent in this study.

3. We would like the respondent to fill in this questionnaire without prejudice or influenced by any party and hopeful madam could send back this questionnaire to us after answering.

4. For the information, all the answers provided in this questionnaires will only be used for the research purposes. All responses are confidential and will be destroyed when it is no longer needed. A feedback from the participant is a contribution to the field of entrepreneurship, which particularly to improve the achievement among women entrepreneurs in Malaysia.

5. As a token of appreciation, RM2 will be pledged to the Orphanage Centre in Baling, Kedah for every completed questionnaires that is returned. Cooperation and attention given by respondent in filling out this questionnaire is highly appreciated.

Thank you,

(MALIANI BINTI MOHAMAD)
Candidate of Doctor of Philosophy (Ph. D)
Universiti Utara Malaysia
e-mail: lia4090@yahoo.com.my

2016/2017

BORANG SOAL SELIDIK
OTHMAN YOEP ABDULLAH (OYA)
UNIVERSITI UTARA MALAYSIA, SINTOK KEDAH.

Arahan: **Anda dimohon untuk meluangkan sedikit masa lebih kurang 30 minit untuk menjawab semua soalan pada borang soal selidik ini.**

Instruction: ***You are requested to spend approximately 30 minutes to answers all questions in this questionnaire***

BAHAGIAN A

Sila bulatkan jawapan anda pada skala yang di berikan.
Please circle your answer on a scale that is given.

1=Sangat Tidak Setuju/ *Strongly Disagree*
2=Tidak Setuju / *Disagree*
3=Tidak Pasti / *Not Sure*
4=Setuju/ *Agree*
5=Sangat Setuju / *Strongly Agree*

PART A

ALERTNESS

1.	Saya sering berinteraksi dengan orang lain untuk memperoleh maklumat baharu /*I have frequent interactions with others to acquire new information*	1	2	3	4	5
2.	Saya sentiasa memerhatikan idea-idea perniagaan baharu ketika mencari maklumat /*I always keep an eye out for new business ideas when looking for information*	1	2	3	4	5
3.	Saya kerap membaca akhbar, majalah ataupun penerbitan berkaitan perdagangan bagi mendapatkan maklumat baharu. /*I read news, magazines or trade publications regularly to acquire new information*	1	2	3	4	5
4.	Saya melayari jalur lebar setiap hari untuk mendapatkan maklumat terbaru dan terkini. /*I browse the internet every day to acquire new information*	1	2	3	4	5
5.	Saya seorang penggemar dan pencari maklumat. /*I am an avid information seeker*	1	2	3	4	5
6.	Saya sentiasa aktif mencari maklumat baharu. /*I am always actively looking for new information*	1	2	3	4	5

7.	Saya melihat hubungan yang berkaitan pada maklumat yang tidak dilihat berkaitan./*I see links between seen tingly unrelated pieces of information*	1	2	3	4	5
8.	Saya bagus dalam menyambungkan titik-titik */I am good at "connecting dots"*	1	2	3	4	5
9.	Saya selalu melihat hubungan diantara maklumat yang tidak berkait pada permulaannya *./I often see connections between previously unconnected domains of information*	1	2	3	4	5
10.	Saya mempunyai deria terhadap peluang berpotensi *./I have a gut feeling for potential opportunities*	1	2	3	4	5
11.	Saya dapat membezakan di antara keuntungan dan peluang dan peluang yang tidak menguntungkan./*I can distinguish between profitable and opportunities and not so profitable opportunities*	1	2	3	4	5
12.	Saya mempunyai cukup pengetahuan untuk memberitahu peluang bernilai tinggi */I have a knack for telling high value opportunities*	1	2	3	4	5
13.	Apabila berhadapan dengan banyak peluang, saya mampu memilih yang terbaik di antaranya./*When facing multiple opportunities, I am able to select the good ones.*	1	2	3	4	5

SELF-EFFICACY

14.	Saya sentiasa boleh berjaya menyelesaikan masalah yang sukar jika saya cuba bersungguh-sungguh /*I can always manage to solve difficult problems if I try hard enough*	1	2	3	4	5
15.	Jika seseorang menghalang saya, saya boleh mencari cara dan kaedah untuk mendapatkan apa yang saya mahu */If someone opposes me, I can find the means and ways to get what I want*	1	2	3	4	5
16.	Ia adalah mudah bagi saya untuk berpegang kepada pelan saya dan mencapai matlamat saya */It is easy for me to stick to my plans and accomplish my goals*	1	2	3	4	5
17.	Saya yakin yang saya boleh berhadapan secara cekap dengan kejadian yang tidak diduga*/ I am confident that I could deal efficiently with unexpected events*	1	2	3	4	5
18.	Terima kasih kepada kepintaran saya, saya tahu bagaimana untuk menangani keadaan yang tidak diduga */Thanks to my resourcefulness, I know how to handele unforeseen situation*	1	2	3	4	5
19.	Saya boleh menyelesaikan kebanyakan masalah apabila saya berusaha secukupnya/ *I can solve most problems if I invest the necessary effort*	1	2	3	4	5
20.	Saya boleh kekal tenang ketika menghadapi masalah kerana saya boleh bergantung pada kebolehan saya untuk mengatasinya/*I can remain calm when facing difficulties because I can rely on my coping abilities.*	1	2	3	4	5

21.	Apabila saya sedang berhadapan dengan masalah, saya biasanya boleh mencari beberapa penyelesaian*/When I am confronted with a problem, I can usually find several solutions.*	1	2	3	4	5
22.	Jika saya dalam kesusahan, saya biasanya boleh memikirkan penyelesaian*/If I am in trouble, I can usually think of a solution*	1	2	3	4	5
23.	Saya biasanya boleh mengendalikan apa jua yang datang menghalang perjalanan saya*/I can usually handle whatever comes my way*	1	2	3	4	5

SOCIAL NETWORKING

Sila bulatkan jawapan anda pada skala yang di berikan.
Please circle your answer on a scale that is given.

1=Satu/*One*
2=Dua/*Two*
3=Tiga atau empat/*Three or four*
4= Lima ke lapan/*Five thru eight*
5=Lebih daripada sembilan/*Nine or more*

24.	Berapakah jumlah saudara yang anda jumpa dan bertanya khabar sekurang-kurangnya sekali sebulan?/*How many relatives do you see or hear from at least once a month?*	1	2	3	4	5
25.	Berapakah jumlah saudara yang anda berasa selesa apabila berbincang tentang hal-hal peribadi?/*How many relatives do you feel at ease with that you can talk about private matters?*	1	2	3	4	5
26.	Berapakah jumlah saudara yang anda berasa rapat untuk dihubungi ketika memerlukan bantuan?/*How many relatives do you feel close to such that you could call on them for help?*	1	2	3	4	5
27.	Berapakah jumlah rakan yang anda jumpa dan bertanya khabar sekurang-kurang sebulan sekali?/*How many of your friend do you see or hear from at least once a month?*	1	2	3	4	5
28.	Berapakah jumlah rakan yang anda berasa selesa untuk berbincang tentang hal-hal peribadi?/*How many friends do you feel at ease with that you can talk about private matters?*	1	2	3	4	5
29.	Berapakah jumlah rakan yang anda berasa rapat untuk dihubungi ketika memerlukan bantuan?/*How many friends do you feel close to such that you could call on them for help?*	1	2	3	4	5

WORK-FAMILY CONFLICT

Sila bulatkan jawapan anda pada skala yang di berikan.
Please circle your answer on a scale that is given.

1=Sangat Tidak Setuju/ *Strongly Disagree*
2=Tidak Setuju / *Disagree*
3=Tidak Pasti / *Not Sure*
4=Setuju/ *Agree*
5=Sangat Setuju / *Strongly Agree*

30.	Jumlah masa yang dipenuhi oleh perniagaan saya menjadikan saya sukar untuk memenuhi tanggungjawab terhadap keluarga */The amount of time occupied by my business makes it difficult to fulfill my family responsibilities*	1	2	3	4	5
31.	Apa yang ingin saya lakukan di rumah tidak dilakukan kerana tuntutan dalam perniagaan saya*/What I want to do at home is not done because of the demands of my business*	1	2	3	4	5
32.	Ketegangan yang disebabkan oleh perniagaan saya menyukarkan untuk memenuhi tanggungjawab terhadap keluarga saya/ *The strain caused by my business makes it difficult to fulfill my duties towards family*	1	2	3	4	5
33.	Saya perlu menukar rancangan saya untuk aktiviti keluarga kerana tugas-tugas yang berkaitan dengan perniagaan saya */I need to change my plans for family activities because of work-related duties on business*	1	2	3	4	5
34.	Tuntutan kerja dalam perniagaan saya mengganggu waktu saya di rumah dan bersama keluarga */The demands of my business-work interfere with my home and family time*	1	2	3	4	5

BAHAGIAN B

PART B

SUCCESS

Sila bulatkan jawapan anda pada skala yang di berikan.
Please circle your answer on a scale that is given.

1=Sangat Tidak Setuju/ *Strongly Disagree*
2=Tidak Setuju / *Disagree*
3=Tidak Pasti / *Not Sure*
4=Setuju/ *Agree*
5=Sangat Setuju / *Strongly Agree*

35.	Pendapatan saya lebih tinggi jika dibandingkan dengan kebanyakkan kawan-kawan saya. */ I have earned more money than most of my friends*	1	2	3	4	5
36.	Sebagai seorang ahli perniagaan, pendapatan saya hampir sangat tinggi dalam industri yang sama/ *As a businessperson,my income is almost at the highest level in the same industry.*	1	2	3	4	5
37.	Apa yang saya perolehi daripada perniagaan saya adalah lebih daripada apa yang saya perlukan/ *What I have earned from my businesses is more than what I actually need*	1	2	3	4	5
38.	Saya boleh dikatakan seorang yang berharta / *I can be deemed a rich person*	1	2	3	4	5
39.	Saya mempunyai banyak wang/*I earn a lot of money*	1	2	3	4	5
40.	Saya berpuas hati dengan kemajuan yang saya telah dibuat ke arah memenuhi matlamat saya untuk kemajuan */ I am satisfied with the progress I have made toward meeting my goals for advancement*	1	2	3	4	5
41.	Saya berpuas hati dengan kemajuan yang saya telah dibuat ke arah memenuhi matlamat saya untuk memperkembangkan kemahiran baharu/ *I am satisfied with the progress I have made toward meeting my goals for the development of new skills*	1	2	3	4	5

42.	Saya mempunyai reputasi yang baik dalam bidang perniagaan / *I have a good reputation in the business field*	1	2	3	4	5
43.	Dalam bidang perniagaan, ramai orang mengenali saya/ *In the business field, a lot of people know me*	1	2	3	4	5
44.	Kebanyakan orang dari industri saya berfikir bahawa saya adalah seorang ahli perniagaan yang cemerlang/ *Most people from my industry think that I am an excellent businessperson*	1	2	3	4	5
45.	Kerjaya saya telah diketahui ramai / *My career has been recognized by others*	1	2	3	4	5
46.	Kerjaya saya memberikan saya status sosial / *My career gives me social status*	1	2	3	4	5
47.	Dalam masyarakat saya, orang cenderung untuk menghormati ahli perniagaan/ *In my society, people tend to respect businesspersons*	1	2	3	4	5
48.	Sebagai majikan, saya mempunyai status sosial tertentu */As an employer, I have certain social status*	1	2	3	4	5
49.	Ahli-ahli perniagaan mempunyai status sosial tertentu/ *Businesspersons have certain social status*	1	2	3	4	5
50.	Saya mempunyai kesedaran yang kuat melalui kerja saya */I have an outstanding awareness through my work*	1	2	3	4	5
51.	Saya telah memenuhi sesuatu yang saya mahu lakukan dari kerjaya saya/ *I have fulfilled something I want to do from my career*	1	2	3	4	5
52.	Saya telah dapat melaksanakan beberapa impian saya dari kerjaya saya*/ I have made some of my dreams come true from my career*	1	2	3	4	5
53.	Saya mempunyai kesedaran untuk pencapaian daripada kerjaya saya/ *I have a sense of achievement from my career*	1	2	3	4	5

BAHAGIAN C : MAKLUMAT PERIBADI

Bahagian ini adalah berkaitan mengenai maklumat demografi dan sila tandakan (/) pada jawapan yang mewakili diri anda.

Part C : Personal Information

This part is related to demographic information and please tick (/) on the answer that represents you.

1. Umur/*Age*

- ☐ 21-30 tahun/*21-30 years old*
- ☐ 31-40 tahun/*31-40 years old*
- ☐ 41-50 tahun/*41-50 years old*
- ☐ 51 tahun dan ke atas/*51 years old and above*.

2. Taraf Perkahwinan/*Marital Status*

- ☐ Bujang/*Single*
- ☐ Berkahwin/*Married*
- ☐ Ibu tunggal/*Single mother*

3. Tahap Akademik/*Academic Level*

- [ ] Tiada pendidikan formal/ *No formal education*
- [ ] PMR/SRP
- [ ] SPM/MCE
- [ ] STPM/Diploma/Sijil
- [ ] Ijazah Sarjana/Sarjana/PHD

4. Ahli keluarga adalah usahawan/*Family members are entrepreneurs*

- [ ] Ya/Yes
- [ ] Tidak/No

5. Jangkamasa dalam perniagaan/*Duration in business*

- [ ] Kurang daripada 3 tahun/*Less than 3 years*
- [ ] 3-5 tahun/*years*
- [ ] 5- 7 tahun/*years*
- [ ] Lebih daripada 7 tahun/*More than 7 years*

6. Bilangan pekerja */Total employees*

- [ ] Kurang daripada 5 orang/*Less than 5 persons*
- [ ] Kurang daripada 75 orang/*Less than 75 persons*
- [ ] Kurang daripada 200 orang/*Less than 200 persons*
- [ ] Lebih daripada 200 orang/ *More than 200 persons*

7. Perniagaan adalah atas talian *(online business)*

- [ ] Ya/*Yes*
- [ ] Tidak/*No*

8. Sektor Perniagaan*/Business Sector*

- [ ] Pembuatan dan Perkilangan/*Production and Manufacturing*
- [ ] Makanan & Minuman/*Food & Beverages*
- [ ] Runcit, Perkhidmatan & Borong*/Retail , services & wholesale*
- [ ] Pertanian/*Agriculture*
- [ ] Pendidikan, Kesihatan, Professional & Telekomunikasi/*Educational, Health, Professional & Telecommunication services*
- [ ] Pembinaan & Logistik*/Construction & Logistics*
- [ ] Pelancongan & Hospitaliti/*Tourism & Hospitality*

10. Lokasi perniagaan (Pusat)/*Business Location (Centre)*

- [ ] Utara/*Northern* (Pulau Pinang, Perlis,Kedah)
- [ ] Timur/*East* (Terengganu, Kelantan, Pahang)
- [ ] Barat/*West* (Perak, Selangor,Kuala Lumpur,Putrajaya)
- [ ] Selatan/*South* (Johor, Melaka, Negeri Sembilan)
- [ ] Sabah/Sarawak

11. Hak Milik Perniagaan/Ownership

- [ ] Milikan Tunggal/Sole Proprietorship
- [ ] Milikan Bersama/Joint Ownership
- [ ] Francaisi/Franchisee

SOALAN TAMAT
TERIMA KASIH DAN SETINGGI PENGHARGAAN DI ATAS KERJASAMA YANG

DIBERIKAN

END OF QUESTIONS
THANK YOU

APPENDIX B

Frequencies

AGE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	21-30	50	22.7	22.7	22.7
	31-40	70	31.8	31.8	54.5
	41-50	71	32.3	32.3	86.8
	51 >	29	13.2	13.2	100.0
	Total	220	100.0	100.0	

ENT.FAMILY

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	137	62.3	62.3	62.3
	no	83	37.7	37.7	100.0
	Total	220	100.0	100.0	

EMPLOYEES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No employee	47	21.4	21.4	21.4
	Less than 5 employees	87	39.5	39.5	60.9
	Less than 75 employees	66	30.0	30.0	90.9
	Less than 200 employees	18	8.2	8.2	99.1
	More than 200 employees	2	.9	.9	100.0
	Total	220	100.0	100.0	

ONLINE

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	122	55.5	55.5	55.5
	no	98	44.5	44.5	100.0
	Total	220	100.0	100.0	

LOCATION

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northern (Pulau Pinang, Perlis, Kedah)	49	22.3	22.3	22.3
	East (Terengganu, Kelantan, Pahang)	41	18.6	18.6	40.9
	West (Perak,Selangor,Kuala Lumpur, Putrajaya)	63	28.6	28.6	69.5
	South (Johor, Melaka,Negeri Sembilan)	50	22.7	22.7	92.3
	Sabah/Sarawak	17	7.7	7.7	100.0
	Total	220	100.0	100.0	

STATUS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	24	10.9	10.9	10.9
	married	144	65.5	65.5	76.4
	divorced/widowed	52	23.6	23.6	100.0
	Total	220	100.0	100.0	

ACADEMIC

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	no formal education	2	.9	.9	.9
	PMR/SRP	2	.9	.9	1.8
	SPM/MCE	38	17.3	17.3	19.1
	STPM/DIP/SIJIL	92	41.8	41.8	60.9
	DEGREE/MASTER/PHD	86	39.1	39.1	100.0
	Total	220	100.0	100.0	

PERIOD

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	3-5years	67	30.5	30.5	30.5
	5-7years	93	42.3	42.3	72.7
	more than 7 years	60	27.3	27.3	100.0
	Total	220	100.0	100.0	

SECTOR

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Production & Manufacturing	45	20.5	20.5	20.5
	Retail, Services & Wholesale	81	36.8	36.8	57.3
	Agriculture	13	5.9	5.9	63.2
	Food & Beverages	55	25.0	25.0	88.2
	Tourism & Hospitality	1	.5	.5	88.6
	Educationa,Health & Professional	15	6.8	6.8	95.5
	Construction & Logistic	10	4.5	4.5	100.0
	Total	220	100.0	100.0	

CURRENTINCOME

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Below RM25 000	159	72.3	72.3	72.3
	Less than RM250 000	55	25.0	25.0	97.3
	Less than RM1 million	5	2.3	2.3	99.5
	More than RM1 million	1	.5	.5	100.0
	Total	220	100.0	100.0	

OWNERSHIP

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sole proprietorships	175	79.5	79.5	79.5
	Joint ownership	45	20.5	20.5	100.0
	Total	220	100.0	100.0	

Descriptives

Descriptive Statistics

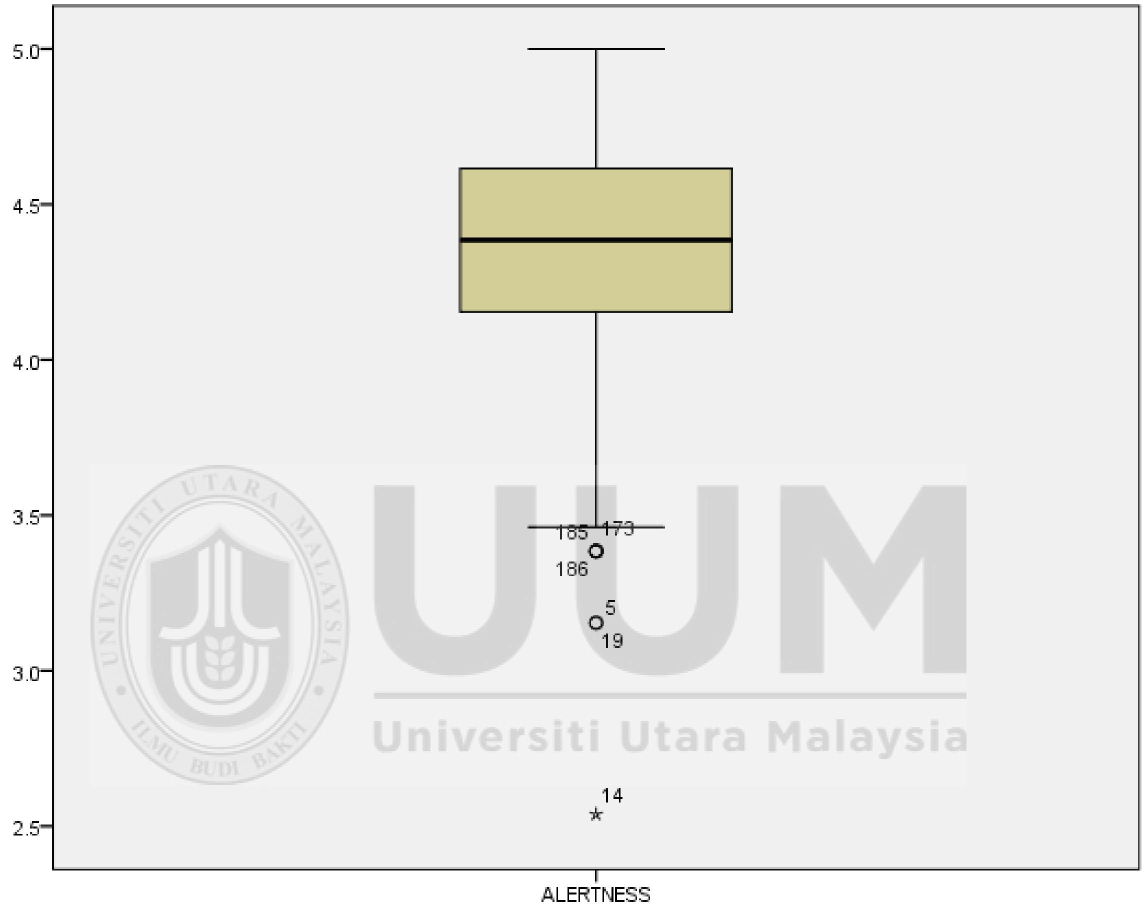
	N	Range	Minimum	Maximum	Mean		Std. Deviation	Variance	Skewness		Kurtosis	
	Statistic	Statistic	Statistic	Statistic	Statistic	Std. Error	Statistic	Statistic	Statistic	Std. Error	Statistic	Std. Error
ALERTNESS	220	2.46	2.00	5.00	4.3136	.02713	.40235	.162	-1.089	.164	1.515	.327
SE	220	2.00	3.00	5.00	4.4841	.03163	.46911	.220	-.706	.164	-.015	.327
SN	220	5.00	1.00	5.00	3.4545	.06603	.97934	.959	-.725	.164	.275	.327
WFC	220	4.00	1.00	5.00	2.8386	.08194	1.21543	1.477	.020	.164	-1.440	.327
SUCC	220	3.00	2.00	5.00	4.2114	.04111	.60974	.372	-.810	.164	.641	.327
Valid N (listwise)	220											

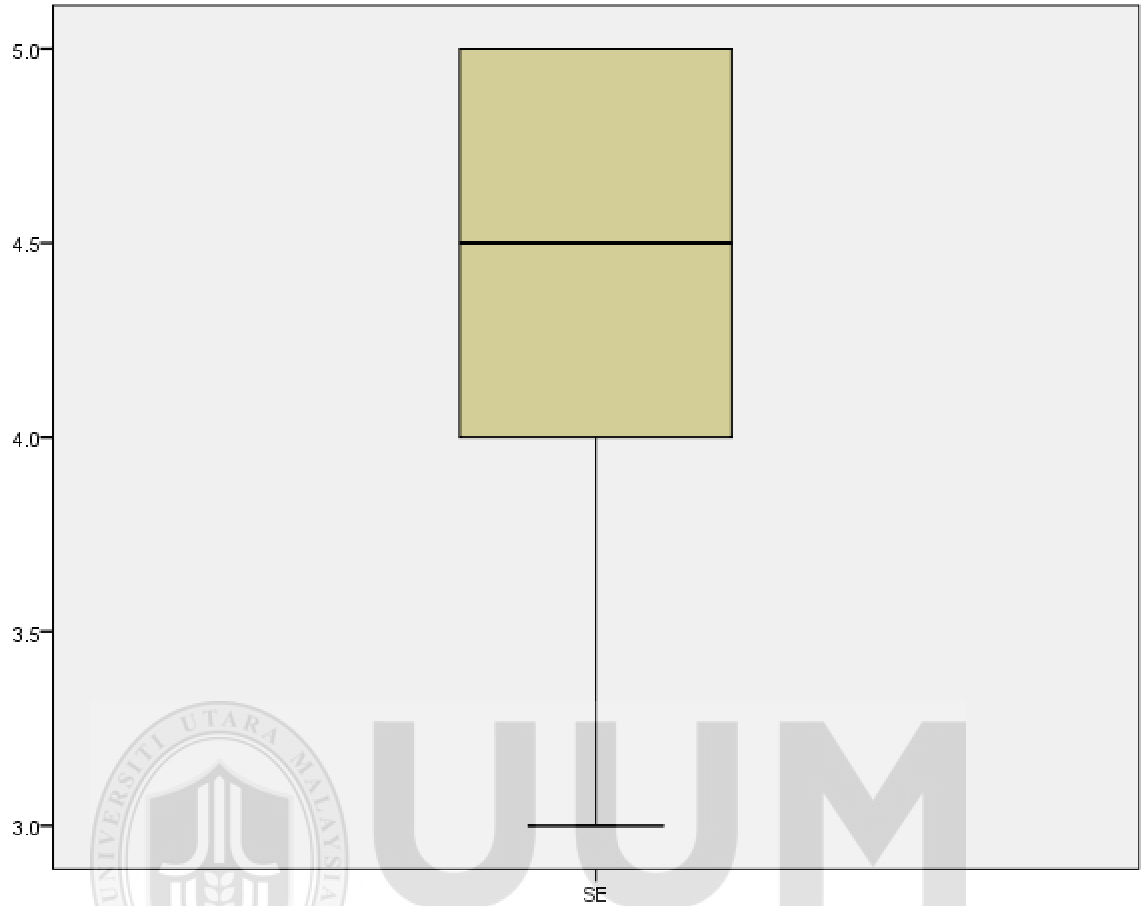
T-Test

Group Statistics

	TIME	N	Mean	Std. Deviation	Std. Error Mean
ALERTNESS	FIRST 100	100	4.3262	.43858	.04386
	101 TO 220	120	4.2968	.38498	.03514
SE	FIRST 100	100	4.3830	.33816	.03382
	101 TO 220	120	4.4900	.46642	.04258
SN	FIRST 100	100	3.5733	.71473	.07147
	101 TO 220	120	3.3389	1.04585	.09547
WFC	FIRST 100	100	2.7740	1.19955	.11995
	101 TO 220	120	2.8383	1.06819	.09751
SUCCESS	FIRST 100	100	4.1574	.40100	.04010
	101 TO 220	120	4.0868	.51408	.04693

Outliers (Boxplot)

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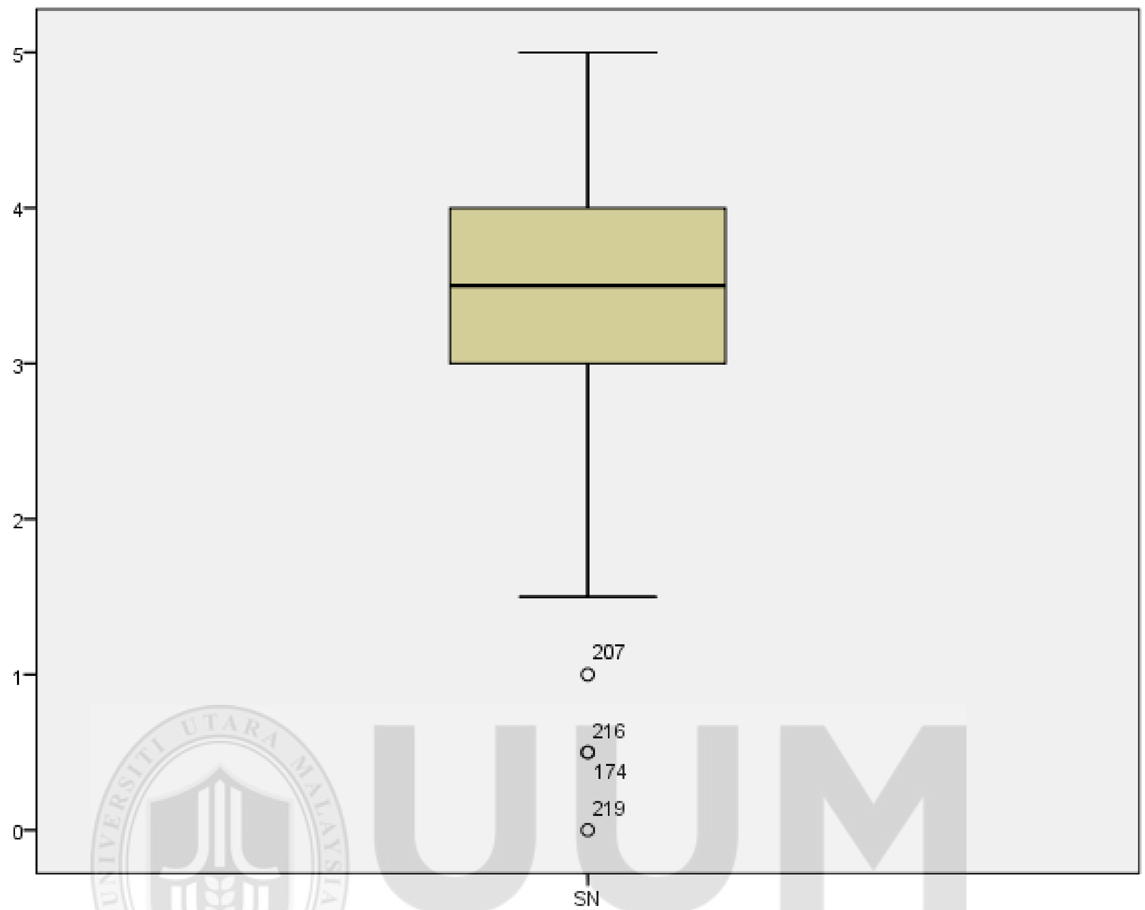
4.0
3.5
3.0
SE



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3
2
1
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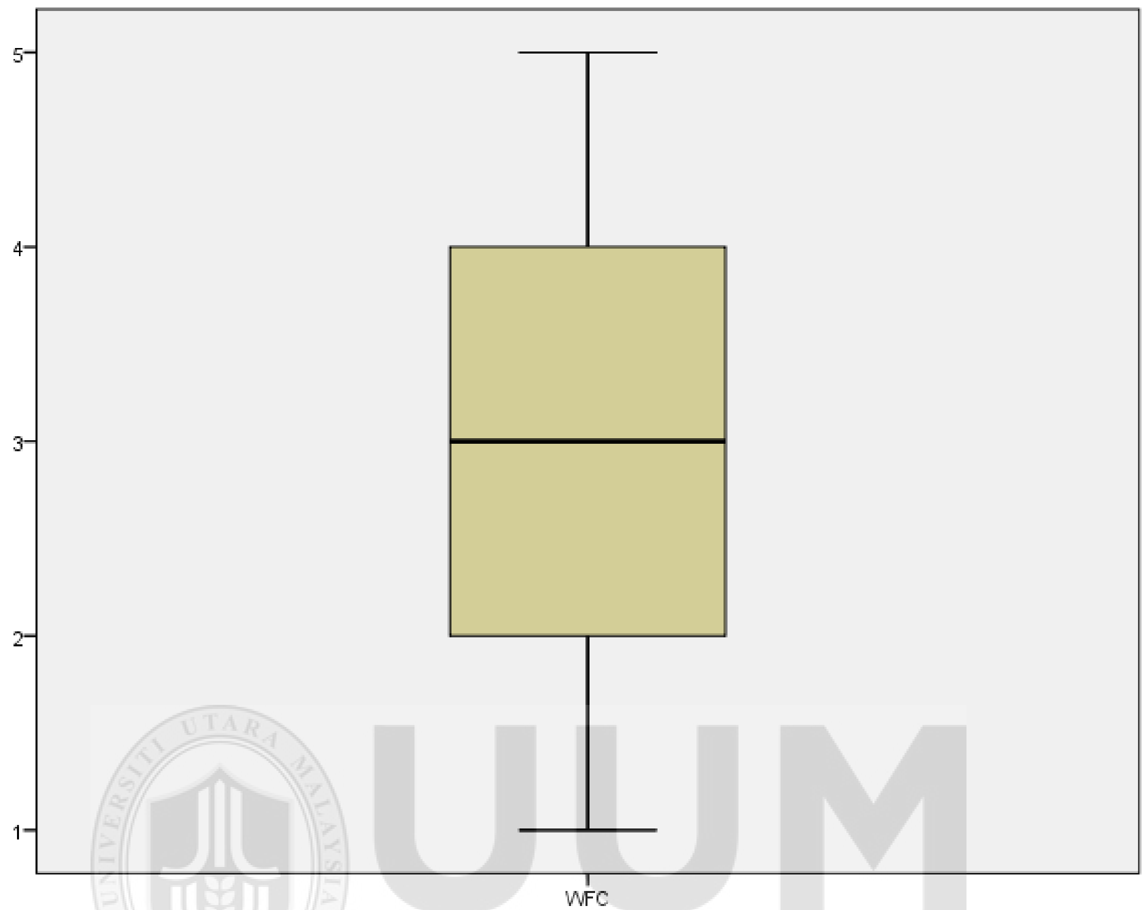
216
174
219
SN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3
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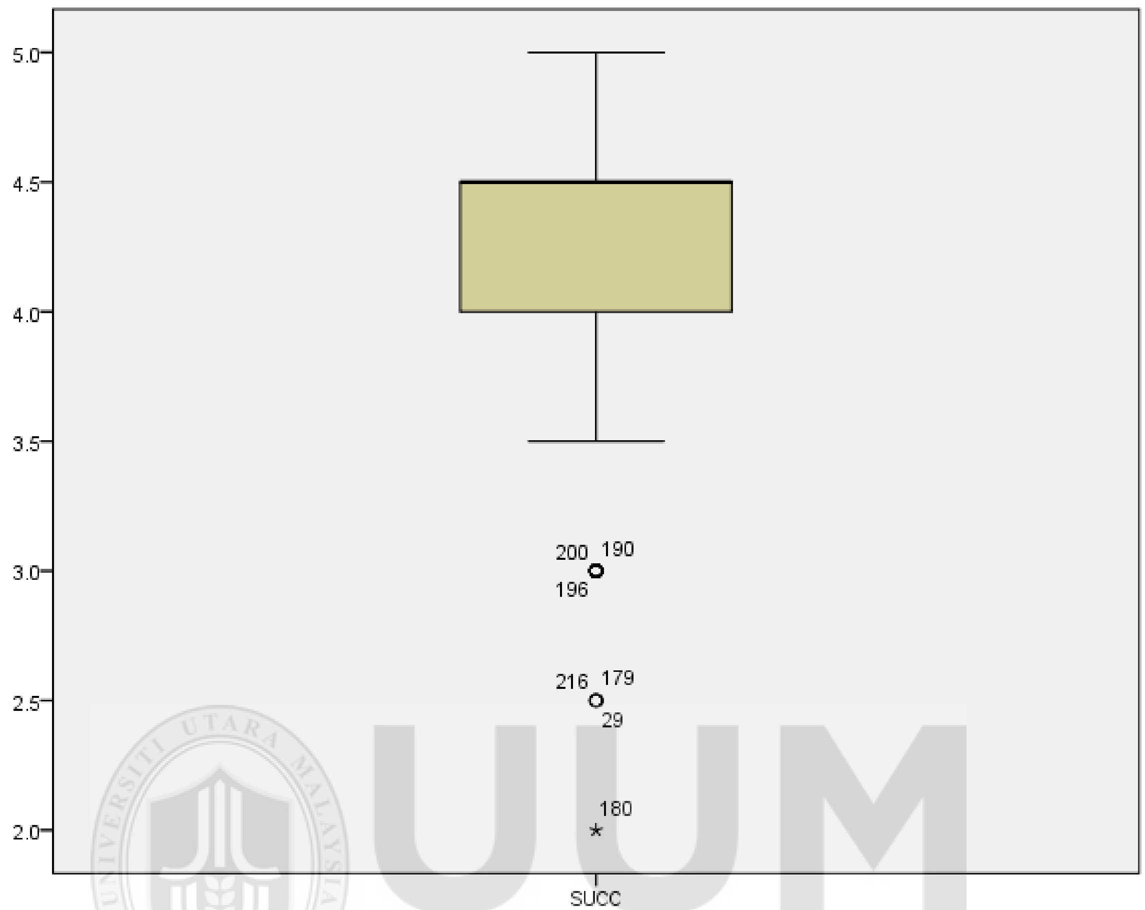
1
WFC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4.5
4.0
3.5
3.0
2.5
2.0
200
190
196
216
179
29
180
SUCC

R Square

	R Square (Algorithm)
Association &_Connection	0.689
Evaluation &_Judgement	0.784
SUCC	0.400
Scanning &_Search	0.599

	R Square (bootstrap)
Association &_Connection	0.688
Evaluation &_Judgement	0.784
SUCC	0.418
Scanning &_Search	0.599

R square adjusted

	R Square Adjusted
Association &_Connection	0.687
Evaluation &_Judgement	0.783
SUCC	0.389
Scanning &_Search	0.597

Construct Crossvalidated Redundancy

	SSO	SSE	Q² (=1-SSE/SSO)
AL	2,420.000	2,420.000	
AL*WFC*SUCC	12,100.000	12,100.000	
Association &_Connection	660.000	379.890	0.424
Evaluation &_Judgement	880.000	507.415	0.423
SE	1,540.000	1,540.000	
SE*WFC*SUCC	7,700.000	7,700.000	
SN	1,320.000	1,320.000	
SN*WFC*SUCC	6,600.000	6,600.000	
SUCC	2,420.000	1,970.003	0.186
Scanning &_Search	880.000	598.351	0.320